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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE



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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

STRATEGIES FOR IMPROVING QUALITY, VARIETY OF GOODS DETAILED

Moscow PLANOVYE KHOZYAYSTVO in Russian No 4, Apr 84 pp 30-38

[Article by Ya. Orlov, chair chief of Soviet Trade Correspondence Institute, Professor: "Improving the Quality of Goods Is the Primary Task"]

[Text] Improving the quality of consumer goods is acquiring primary importance. Yu. V. Andropov said at the June (1983) CPSU Central Committee Plenum: "It is not enough to improve the system of monetary remuneration for labor; we still have to produce the necessary quantity of goods for which there is a demand. The very highest quality standards must be set without any allowances."¹ The demand on industry and agriculture to produce high-quality goods becomes more and more insistent with a growth in Soviet citizens' welfare.

The assortment and quality of goods is of decisive importance for the balance of supply and demand, and so it is important to assure unity of the production plan with the actual existing situation for their sale. This is a necessary condition for normalizing trade and overcoming shortages and surpluses.

An improvement in product quality is both a means for raising the effectiveness of public production and a necessary condition for assuring the workers' high standard of living. The qualitative aspect of manufactured goods plays an ever-increasing role as consumer needs are satisfied. At the present time the degree of replacement of consumer goods (the proportion of new articles in the total volume of manufactured products) is one of the important indicators of the industry's work which determines the work effectiveness of enterprises and the sector as a whole, the social usefulness of manufactured articles and the economic expediency of labor inputs made by society. It is necessary not simply to expand and replace the assortment of goods, but to increase the output of those for which there is a higher consumer demand.

The economic effectiveness of production is determined not only by reduced costs for product manufacture, but also by high product quality, reliability and durability. It is economically necessary for the level of product quality to correspond to the population's effective demand and provide for a substantiation of the optimum quality level of goods, economic incentives for manufacturers who produce high-quality products, an improvement in pricing with consideration of a change in article quality, and so on. Economic quality indicators reflect social relationships arising in the process of production,

sales and consumption and reflect above all the amount of inputs for the manufacture of goods.

The social aspect of improving the quality of goods involves the satisfaction of consumer needs, the education of a comprehensively developed individual as a consumer, and every worker's high responsibility to society for the results of his work.

The task of comprehensive control of product quality reduces to establishing, assuring, preserving and maintaining its optimum level at all stages of public reproduction. In particular, control over the quality of goods in trade determines a need for accomplishing interrelated measures contributing to the output of high-quality articles in conformity with consumer demand and to the development of conditions assuring the preservation of products during transportation, at depots and in the sales process. It is also necessary to develop appropriate standards for trade to this end.

One of the basic components of product quality is its esthetic properties. Many kinds of products produced by our industry correspond to the best foreign samples in their quality and durability. Product quality is determined by a set of indicators: esthetic data, compactness, weight, thoroughness of execution, coloring, attractive packaging and so on.

Unfortunately, modern designer finishing of articles often is hindered in connection with the fact that product manufacture is based on obsolete technical solutions. New kinds of goods must combine goods technical characteristics with corresponding esthetic properties.

In the development of new kinds of technically complex goods, the overwhelming portion is produced from the design developments of the enterprises themselves. A small portion of the innovations are developed from models of the Soyuzpromvnedreniye Pavilion, and only 2-3 percent from technical documentation issued centrally by ministries and departments.

The circumstance that certain enterprises produce goods for the same purpose but of different designs does not permit a centralized repair facility to be set up and leads to increasing cost of producing spare parts. In addition, excessive equipment is involved in production, the introduction of mechanization and automation is slowed, and the maintenance and repair of technically complex articles becomes more complicated. It is impossible to increase their quality and reliability without carrying out a unified technical policy and the standardization of assemblies and parts, i.e., new articles must not be allowed to be developed without certification as an invention.

The role of plans must be raised in order to master and produce goods and to increase the output of the superior quality category. A comprehensive program of scientific-technical progress allowing fuller consideration of scientific and technical achievements in determining prospects for social development is called upon to become an intrinsic part of planning.

There is an indivisible link between product quality and the demand. There are instances where a product lies on the shelf. For example, suits from the local sewing factory of the Zapsibshveypprom Association just were not sold in the Kemerovo Central Department Store from April 1978 up to the beginning of the current five-year plan, although they had a state emblem of quality.

Certification has been introduced in recent years by categories of quality, corresponding markups and discounts on wholesale prices were established, and a planning indicator and evaluation indicator of the proportion of products of the superior quality category were applied. The effectiveness of all these measures still is low, however, inasmuch as quality has not yet become the most important factor in all production economics of enterprises, ministries and departments.

The collectives' orientation toward end results of economic activity on the one hand will permit an increase in work efficiency and, on the other hand, it will allow a more accurate consideration of the needs of the population and trade organizations. The enterprises' additional costs for manufacturing goods with the emblem of quality often are not compensated, although price must conform to the article's quality. It is only by observing this condition that what society needs also will be profitable for the manufacturer. The manufactured product's conformity to consumer demands as well as to world technical achievements should be regarded as the chief criterion for evaluating an enterprise's work. Bonuses for high quality can be paid only in the absence of consumer complaints.

Much has been done of late to improve the quality of goods. There were 2,900 state and 3,200 sectorial standards and specifications developed or revised for the country as a whole. The Basic Principles for the Unified System for State Product Quality Control have been adopted, certification of goods is being improved, and incentives and responsibility for their quality are being reinforced.

In the 10th Five-Year Plan the state standards existing in the country were renewed and their scientific-technical level was raised considerably. Together with ministries and departments, USSR Gosstandart [State Committee for Standards] drew up interrelated requirements on the quality of raw materials, goods and articles making up sets. This helped overcome departmental separateness and increase the output of quality goods. Extensive work was performed to introduce comprehensive product quality control systems.

One of the largest scientific-technical programs is devoted to the new technically complex consumer goods. Its first part involves the development of television sets, radios and tape recorders and another part is oriented toward developing new household goods and placing them in production. A line of new household refrigerators and freezers has been developed with a reduced specific energy consumption using series-produced compressors. The low-temperature compartment--the freezing compartment--occupies up to 40 percent of their total volume. Preservation of food products for a period of more than a half-year is assured at a temperature of -18° . Series production began

in 1983 of the Biryusa-18 double-compartment 260-liter refrigerator-freezer. The Krasnoyarsk machinebuilders provided a reduced specific electrical energy consumption with a temperature of -18° maintained in the 80-liter freezer compartment.

Many enterprises are working constantly to improve the reliability of manufactured articles and the service life of household machines and equipment has risen noticeably in recent years. Television sets which came off the production lines of the Order of Labor Red Banner Moscow Rubin Production Association operate in 60 countries around the world. Articles of the Moscow Sokol and Moskva sewing associations, the Leningrad Porcelain Plant imeni PRAVDA, and the Kiyevlyanka Tricot Association are in great demand. Shoes from the Yerevan Masis Association are fashionable, good-looking and reliable. Customers have praise for the last make of the Gorizont television set.

During 1976-1982 the proportion of products of the highest quality category in the total production volume rose from 6.5 to 15.3 percent, but annual losses of consumer goods from rejects, which are approximately 750 million rubles, also occur. In addition, there is a significant amount of unmarketable and old goods, of which some four billion rubles had accumulated as of 1 October 1982.

Beginning on 1 September 1983 there has been a seasonal sale of goods at reduced prices in the retail network of state and cooperative trade: a wide assortment of goods from the light industry, items of cultural and personal use and household goods totaling three billion rubles.

It is advisable to establish a regular discount (during February-April for the fall-winter assortment of goods; during August to October for the spring-summer assortment) to speed up product sales and prevent an accumulation of stocks of unmarketable goods in the trade network so that the goods are sold by the end of the season. The decision on the question of which goods should be discounted must be passed on to the trade organizations (trade associations and equivalent trade organizations). In addition, this sale must be advertised, customers must be given appropriate service and there must be strict accounting of the goods being sold and their stocks in the trade organizations. It is important to leave fully at the disposal of the latter trade organizations funds to be withheld for the discount fund and to transfer funds not used in the current year to the following year. When retail prices on new goods are approved their structure should provide for withholding for the trade organizations in the amount of 1.5-2 percent, which can be directed toward discounting seasonal and obsolete goods.

The fact that on an average only 18-20 percent of new products can be placed in the superior quality category and that no small portion of the goods reflect the yesterday of science and technology cannot help but be disturbing.

The dialectics of development of productive forces and production relationships determines the need for constant improvement in management of the national economy. The June 1983 CPSU CC Plenum emphasized that the well

adjusted, uninterrupted work of the entire economic mechanism must be assured; this includes today's demands and the program task for the future.²

Experience shows that excessive regulation of enterprise operation still is retained in the system of economic operation and there is a restriction on their rights to use funds and the incentive system and to make particular economic decisions. It was for this reason that in addition to the consistent introduction of existing management forms and methods the CPSU Central Committee and USSR Council of Ministers adopted the decree entitled "Supplementary Measures for Expanding the Rights of Production Associations (Enterprises) of Industry in Planning and Economic Operations and to Strengthen Their Responsibility for Work Results." Implementation of provisions set forth in this document will help improve economic management, it will help create conditions for improving the style and methods of economic operation, and it will open new opportunities for the development of creative initiative and activeness of the workers.

A major economic experiment has been conducted since early 1984 in the associations and enterprises of five different sectors of industry: Mintyazhmash [Ministry of Heavy and Transport Machine Building], Minelektrotekhprom [Ministry of the Electrical Equipment Industry], the UkSSR Minpishcheprom [Ministry of the Food Industry], the BeSSR Minlegprom [Ministry of Light Industry] and the LiSSR Minmestprom [Ministry of Local Industry]. The purpose of the experiment is to work out in practice the basic elements of a socialist economic operation system under present-day conditions, the results of which can be used in other sectors in short periods of time and thus stimulate high-quality productive labor, initiative and enterprise. A physical-volume indicator for production of goods with the emblem of quality is being introduced for the first time. This means that enterprises must produce a sufficient amount of the product demanded by the consumer and not just fulfill production plans in monetary terms. Problems of replacing the assortment of manufactured goods in conformity with consumer demand are resolved more promptly.

It is important to change the nature of cost-accounting relationships between manufacturers and consumers for a radical improvement in the quality of goods. For now the priority in determining requirements for commodity quality belongs to manufacturers and not the consumers. The opinion of the consumer, i.e., the trade which still is not exercising its rights to the full extent, must be deciding in evaluating a particular article. Today this trade can influence a change in consumer features of a new product only at the stage of acceptance of finished products, when funds already have been spent. It is much more useful to have trade experts take part in discussing these matters in the initial stages of developing new articles.

The proportion of goods with the emblem of quality in many sectors of the "B" group is insignificant. The ministries do not always take a proper approach to evaluating product quality. During the registration of certifications for awarding articles the state emblem of quality, USSR Gosstandart must return a portion of the goods submitted by ministries inasmuch as the products to be certified turn out to be substandard on inspection. It would appear that the

State Committee for Standards must take a stricter approach to conferring the superior quality category on articles.

Previously the sectorial ministries themselves chose the criteria by which their products were certified, and this led to a situation where articles of one and the same kind--television sets, refrigerators, washing machines, radios and so on--were evaluated by various characteristics convenient for the manufacturers but not the consumers. Each enterprise tried to highlight and emphasize the best aspects of its commodity. Analysis of a certification of eight refrigerators of the same class submitted for the superior quality category showed that the article from the Moscow Motor Vehicle Plant personnel (ZIL-63) provides for five devices in the model which increase convenience, the Krasnoyarsk manufacturers (Biryusa-3) provide three, and there are none at all in the Minsk equipment.

At the present time the consumer features of some of the goods for cultural and everyday use do not satisfy the consumers and for this reason the sale of a number of kinds of household machines has begun to drop. Quality thus develops into quantity. Production not only must keep in step with consumer demand, but also constantly outstrip it. In the words of K. Marx, production and the supply of goods "take demand by force."

As a rule the customer gives preference to those household appliances for which the manufacturer guarantees their faultless operation for a certain period of time. In practice, however, the manufacturing plants often guarantee only free repair of the articles for a certain period of time. The manual for any technically complex article states that the manufacturing plant guarantees serviceable operation of the article for one year, and sometimes even for 2-3 years from the date purchased in the store. In case the article becomes unserviceable during the warranty period it is recommended that its owner go to a repair shop. Is this really a guarantee of serviceable operation?

The existing warranty system considerably relieves manufacturing enterprises of responsibility for their product's operating reliability, it permits them to put out poor-quality goods, and the warranted repair becomes a legalized form for correcting production deficiencies. Among other indicators, the manufacturing enterprises also plan expenditures for repairing their products. Plants which supply refrigerators, sewing machines, television sets and other articles with a warranty to the trade network view the money paid shops for repair as nonproductive expenses. Meanwhile, the overwhelming majority of repairs to machines and appliances are for correcting mistakes made in the production process. In our view, expenses for warranty repair should be planned in exceptional cases and only for especially complex goods for cultural and household use in the period in which they are being put into production, based on substantiated standards of reliability.

The existing procedure for inspecting goods in trade and returning rejects to the manufacturer is disadvantageous to society and ineffective. It is often the consumer, trade and society which pays for defective outputs permitted in

production. Losses from the return of rejected goods to the factory by the store increase since these goods have to be periodically accumulated and stored until a container is filled (otherwise the railroad won't accept it). In the estimate of one trade establishment, Lenkhochtorg [Leningrad Establishment for Household Goods Trade], 9,500 rubles were spent in a year's time just because of rejected products, but the expenses involved with returning rejected goods (packaging, motor shipment, rail tariffs) cost the trade establishment 32,000 rubles.

Trade workers are called upon to constantly monitor product quality inasmuch as the satisfaction of consumer demand depends largely on this. Responsibility must be borne not only by the one who produced low-quality products, but also by the one who accepted them for sale.

An important means for raising the technical level and quality of articles and improving production technology and organization is the certification of consumer goods, which began to be carried out for three quality categories in 1967 initially as a test, and in 1974 everywhere in industry.

The procedure for certifying goods (especially light industry articles which are most often subject to the influence of fashion) has become more complicated with the ever-growing demands on the quality and assortment of goods. The certification process has become a multistage process handled successively by numerous sectorial and state certification commissions. The documentation of articles for the state emblem of quality and the "X" (innovation) symbol has become complicated and the time from development of new models to their arrival on the market has lengthened.

An analysis of results of the certification of light industry products shows that in the majority of cases the articles submitted to state certification commissions are manufactured on an experimental basis out of high quality raw materials and goods and with use of improved finishing and fittings.

But some certification commissions also receive articles made with low quality. For example, during nine months of 1983 commissions rejected 35 percent of the samples of sewn and tricot articles for this reason and 30 percent of the shoes and fabrics recommended by handicraft-technical councils in the RSFSR for award of the state emblem of quality.

It is inadmissible that samples of goods rejected by the State Certification Commission for Modeling, Design and Technology remain in the first quality category, to which they too do not correspond. The demand for such goods is dropping.

The stability of the quality of light industry goods and the expansion in assortment are being held in check by an imperfect procedure for evaluating the work of enterprises: one and the same articles may be given the state emblem of quality and the "VK" and "X" symbols at the same time and they are placed among the especially fashionable goods sold under contract prices, although these are different capital-forming indicators for industry.

The multiplicity of indicators for evaluating the esthetic, technical and quality levels of light industry goods creates a distorted impression of the assortment and quality of goods. In our opinion it is advisable to reduce evaluation indicators to a minimum, retaining only those which really reflect the production volume of goods with the "A" symbol and especially fashionable goods sold under contract prices. The simplest kinds of light industry goods should be excluded from certification.

A special statute on certification must be drawn up with regard for the specific features in the production of light industry goods and the simplest articles for cultural-personal and household use--their frequent changeability under the influence of fashion--and in connection with a replacement of the raw materials and supplies being used with others of new colors and with new patterns.

In order to improve the scientific-technical level of light industry products it is advisable to shift to certification under two quality categories--superior and first--after setting up a unified certification commission with mandatory inclusion of representatives from Gostorginspekttsiya [Main Administration of State Inspectorate for Product Quality and Trade for the RSFSR].

Product quality is above all the conformity of goods to progressive standards, and it is necessary for the standards to contain requirements considering the latest achievements of scientific and technical progress. The CPSU CC and USSR Council of Ministers decree entitled "Measures for Accelerating Scientific-Technical Progress in the National Economy" notes that the USSR Gosstandart must raise demands on ministries and departments and must reinforce the control over quality of manufactured products.

In order to make the evaluation of manufactured goods more substantiated, USSR Gosstandart together with sectorial ministries and departments approved 160 leading organizations obligated to perform state tests on more than 6,000 kinds of products, primarily for cultural and personal use. A procedure has been established by which registration of product standards and specifications being newly developed or renewed as well as decisions for awarding the emblem of quality are made only on the basis of positive test results. Certification of manufactured products under two quality categories is being adopted beginning in 1984. Articles not certified under these categories are subject to removal from production. It is advisable to include in the standards not only indicators corresponding to today's production capabilities, but also future ones meeting the demands for acceleration of scientific-technical progress.

The supply of fabrics, clothing and footwear with the "A" symbol rose fourfold during the 10th Five-Year Plan, but still there is not enough really new, original articles being manufactured. In 1981 for example the production volume of especially fashionable sewn articles using new fabrics and materials was 0.3 percent of overall production. Some enterprises present articles of no note whatsoever as innovations. As a result the handicraft-technical commissions are rejecting a large number of samples submitted for the "A" symbol due to a lack of originality or novelty in designs of fashions.

The procedure for setting prices for articles with the "N" symbol required agreements and approvals of many documents. It happens where so much time went by before a price was set on an innovation that the commodity became obsolete and it was time to sell it at a reduced price. To speed up the approval of new prices in some regions of the country, the right to review them was given to ispolkoms of soviets of people's deputies.

Product sales in a number of socialist countries are made under contract prices (of industry and trade), which increases the responsibility and incentive of both sides to manufacture and sell products of good quality. Product sale prices for the first test lots of goods and especially fashionable articles, as well as rebates to trade organizations, are established depending on the quality and consumer features of good entering the market, but their test lots are not yet sufficient for opening specialized stores for the purpose of identifying the demand for new fashionable articles.

Meanwhile the majority of markups and discounts being used creates a multiplicity of prices on goods of the same kind. For example, house slippers (with uppers made of fabrics, with thermal lining, with finished uppers) produced by the Leningrad Skorokhod Shoe Association have 22 prices within the range from 2 rubles 60 kopecks to 5 rubles 75 kopecks; and ladies' boots, article M-216525 have even more--58 prices, with 43 of them for the permanent article in the amounts from 48 to 70 rubles, and 26 of them for the article with the letter "N," i.e., as improved quality goods, in the amounts from 60 to 83 rubles.

A multiplicity of prices often bewilders consumers, and trade workers have difficulty explaining this difference inasmuch as the articles do not differ from each other outwardly. It is obviously advisable to keep several prices and eliminate the rest. With regard to a consideration of the enterprise's expenses and the effect of price on incentive for producing articles, this must be reflected in the wholesale prices.

There are prices for sewn articles with superior quality of sewing, for articles of improved quality, for clothing with the emblem of quality, and for articles of ordinary quality. The articles often are sewn from identical groups of fabrics. For example, a size 52 height 3 women's spring/fall coat of superior quality of sewing (article N-8083-10 r 082566413493-5) has four prices: 126 rubles 50 kopecks, 120 rubles 20 kopecks, 131 rubles 50 kopecks, 143 rubles 90 kopecks.

In our opinion articles should be divided into goods of ordinary and superior quality and somewhat higher prices should be set on them than on ordinary articles when they have been improved substantially.

In 1983 the CPSU Central Committee approved an initiative by collectives of the Ivanovo Cotton Combine imeni F. N. Samoylov, the Moscow Zarya Shoe Association, Dmitrov Yunost' Sewing Association, Voroshilovgrad Tricot Factory imeni 25th CPSU Congress, Uralmash [Ural Heavy Machine Building Plant imeni Sergo Ordzhonikidze], and the Vil'nyus Furniture Combine called for unfolding

socialist competition to increase the manufacture of high-quality consumer goods. The initiators made higher pledges for 1984-1985 to expand the production of goods corresponding to the best contemporary examples. The innovators' initiative is finding vigorous support everywhere.

The characteristics of materials, precise organization of production, observance of manufacturing methods and so on affect product quality, but the people's conscientious attitude toward their work is the key factor on which product quality depends.

In conformity with resolutions of the 26th CPSU Congress, the production of consumer goods is developing at outstripping rates in the 11th Five-Year Plan in comparison with producer goods. The text of the speech by Yu. V. Andropov at the December 1983 CPSU CC Plenum states that "saturation of the market with necessary manufactured goods remains one of the urgent tasks." It is a question of the insistent need to raise the production of consumer goods to a qualitatively new level based on extensive use of modern equipment and technology, and the question of specific steps aimed at increasingly complete satisfaction of Soviet citizens' growing demands on the basis of a production growth, an improvement in its efficiency, acceleration of scientific-technical progress, and a comprehensive approach to the accomplishment of social-economic and production tasks.

The CPSU CC Politburo deemed it necessary to draw up the Comprehensive Program for Development of Consumer Goods Production and a System of Consumer Services encompassing the most important aspect of a Soviet citizen's life, as part of the Five-Year Plan for 1986-1990 and the Basic Directions of the USSR's Economic and Social Development for the Long Term. It will be necessary to develop a set of measures for improving the economic incentive and responsibility for workers of industry, trade and the sphere of services, for developing initiative, and for wider use of the capabilities of ministries, departments, republics, krays and oblasts in providing the population with high-quality goods and diversified services.

Emphasis is being placed on speeding up use of chemicals in light industry and on its retooling based on extensive use of modern equipment and technology and on providing the sector with higher quality raw materials and supplies. The capacities of all sectors of industry and of every enterprise for increasing the output of goods of a high technical level and quality through the establishment of specialized shops and sections and an improvement in engineering support must be given fuller consideration in the production of goods for cultural-personal and household use.

Everything produced in our country can and must be of high quality, meeting the strictest demands and tastes. This high principle is contained in the very nature of socialist production and for this we must resolutely eliminate the reasons slowing forward progress. The February 1984 CPSU CC Plenum noted that the system of economic management and the entire economic mechanism needs a serious reorganization. Work has begun in this regard. In particular, it is planned to achieve maximum output of high-quality consumer goods, to reorganize production more flexibly for the manufacture of a new assortment of

goods in accordance with demand, to fulfill contractual obligations promptly and fully, and to make rational use of raw materials and physical resources.

FOOTNOTES

1. "Materialy Plenuma Tsentral'nogo Komiteta KPSS, 14--15 iyunya 1983 goda"
[Materials of the CPSU Central Committee Plenum, 14-15 June 1983], Moscow, Politizdat, 1983, p 14.
2. Ibid., p 10.
3. "Materialy Plenuma Tsentral'nogo Komiteta KPSS, 26--27 dekabrya 1983 goda"
[Materials of the CPSU Central Committee Plenum, 26-27 December 1983], Moscow, Politizdat, 1983, p 18.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

COMMENTARY ON MOONLIGHTER'S HOMSEWN JEANS BUSINESS

Riga SOVETSKAYA MOLODEZH' in Russian 30 Nov 83 p 3

[Article "Jeans as Art, or the Story of a Home Craftsman" followed by commentary by Yaroslav Alekseyevich Bocharov, LaSSR deputy minister of consumer services; passages rendered in all capital letters printed in boldface in source]

[Text] On one hand, we're tired of it. We are sick and tired of discussions about jeans (and lately, about "bananas" and "retros." And does the world really revolve about them? A person has jeans, he doesn't have them, which brand he is wearing...

But after all, on the other hand they are practical, comfortable, durable, stylish and even elegant pants in which one may "either tend cattle or go to a reception," and they have become a distinctive symbol of our impetuous and dynamic age and its spirit of youth and athletic smartness.

And again, on one hand, on the other hand... There is not enough visible materialization of these very "symbols of the age." And we have learned to turn out jeans fabric, and sometimes the stores are overstocked with jeans products, but the consumer is not taking them. Poor products, of low quality, both in the texture of the fabric and their manufacture--the pockets are crooked, the seams are not parallel... And the consumer rushes for the imported product and pays an exorbitant sum for it, and later proudly shows the stars-and-stripes flag on the back pocket, which cannot arouse any sympathy among us...

It fact, it does not do when a foreign--and alien--symbol is thrust before our eyes, at times creating the impression that its owner is not only wearing it physically, but almost ideologically as well. The intolerability of such a situation was mentioned directly at the June (1983) Plenum of the CPSU Central Committee.

At the same time, nearly every passerby now is wearing jeans. The demand for them is high as before. And if there is demand, in accordance with the iron rules of economics, supply will make its appearance, too.

I also had occasion to meet one of the persons who personify by their activity the demands of market conditions, and these reflections are the result of our conversation. He is the maker of "samopalov" or "samoduyev," that is, of homemade jeans pants and skirts. At one time they showed an expert the jeans sewn by Sasha (we will call him that, since questionnaire data in principle do not play a role here), and the specialist was even rather offended. He decided that they were palming off real brand-name jeans, checking up on his knowledge. And only after long and careful examination he found a small thread which could be snagged, and the pants could really be identified as homemade.

At one time Sasha came into conflict with the OBKhSS [Department for Combating the Embezzlement of Socialist Property and Speculation]. But the same institution, after thoroughly investigating his activities, considered Sasha's violations to be insignificant, and advised him to legalize his activity somehow.

For this reason, I also want to speak about private initiative and sharp-wittedness. And about creative work as well, although, frankly speaking, in beginning a conversation with Sasha (he is a construction worker, 26 years old) I did not assume that we would touch upon this subject, too.

"The idea came out of thin air," he said. "I sewed my first jeans for myself. Friends began asking where I got them, what they cost... I also sewed for a friend. They turned out. That person brought his friend. And that one brought his friend. And it went on..."

Jeans, in Sasha's opinion, are the most ordinary pants, and cutting and sewing them do not require any special devices. But I understood more and more clearly from his story that sewing not simply normal or good jeans, but excellent jeans, is very, very difficult.

First of all, they must be cut exactly in accordance with the figure and fit as snugly as a glove, and be comfortable to wear. Secondly, and this, in my opinion, is the most important, they require great scrupulousness and conscientiousness to sew. All edges must be painstakingly overstitched in overlocking. Every seam must go with the thread and stand out strikingly, revealing the specialist's skill and conscientiousness. Shoddy workmanship is immediately evident.

Before he was able to fill customers' demands he had to run around a little to overcome different difficulties. But everything was put right: premises became available and the fabric began to come in--not without cost, of course; this was a fixed expenditure. It became clear where to obtain accessories, and an electric sewing machine, an overlocking attachment, and so forth, made their appearance.

It is important to note that Sasha set prices somewhere on the level of state prices; OBKhSS employees confirmed that fact.

He sewed pants in a couple of hours, most often without fitting. Women's jeans took somewhat more time--cutting was complicated. He sewed in the evenings, in time away from work...

I ask myself for the answer to a question on the tip of my tongue: Sasha sewed jeans for money; but this is the nearest answer, so to speak--it is approximate and incomplete.

Of course, he is by no means a disinterested person, especially as his life has taken shape so that he is providing for himself. I will say, moreover, that he is still resisting the temptation for the present to begin "making money," although Sasha has the opportunities for this...

The fact is that he likes to sew good, I emphasize, namely good jeans. He obtains not only material satisfaction, but CREATIVE satisfaction as well from this.

"I see that an article made by my own hands fits like a glove, and I am very happy," he says. "It is pleasant when you bring satisfaction to a person. I sewed pants for a friend one day, he put them on, his friends crowded around him, felt the jeans and asked: 'Where did you get them?' And he says 'a good firm' and all of them nod their heads: yes, it's the genuine article. It's funny, perhaps, but you know, what a lift it gave me!..."

Strictly speaking, you do not call Sasha's work pure creativity. He is not a fashion designer. In the final analysis he is just copying something made previously: the cutting, the sewing procedure, the finishing touches. He does this carefully, seriously...

However, the main point is that he is copying the Montana, Lee, Wrangler--all with the corresponding "labels"--with the name tags, eagle buttons, and the "little flags." So he thinks from the point of view of a "home craftsman": he does not care what he sews. Although he states that if domestic appliances were available, they would be easier for him to obtain.

Sasha's situation is complicated and ambiguous, and although, frankly, I do not see a constructive solution to this situation at present, I believe it must be discussed directly and impartially.

Yes, he is a craftsman, as it is customary to say. A home craftsman. The semisecret situation brought him a great deal of trouble, and after a frank discussion at the OBKhSS he is now engaged in registering a license, which will enable him, in free time away from his basic work, to officially earn additional money by sewing jeans as well as to pay the appropriate taxes.

But why not offer his services to some tailoring shop? After all, he himself says that he derives great creative satisfaction when a good article is made by his hands, and he would work only at this if he had his way.

"No," Sasha shakes his head. "I am not joining modern production. I have a friend who did this. He had no special training, but they took him in a tailoring shop and put him to work pressing. He saw that there was a production line: one person does the seams, and another one does something else. He ran away. And he sits by himself, quietly stitching pants for friends and their acquaintances during the evenings. They have begun turning out jeans in Daugavpils. The material is good, but what they are making from it! It's terrible! The cutting is poor, and there is no design. The pockets slant and the seams are crooked... It's heartbreaking!"

In Sasha's opinion, the reason for such a situation is simple, and one cannot but agree with him--there is no personal interest. There is no PERSONAL relationship between the skilled workman and the article he creates; this is the reason for the disastrous deficiency of that same enterprise, initiative and sharp-wittedness which Sasha has demonstrated in abundance.

After all, dear comrades, if you think it over, this is absurd. Look at the mighty modern sewing industries with budgets in the millions, resources, the fleets of vehicles, with practically unlimited opportunities: one can order and obtain from them, as an example, 10,000 of THEIR OWN, BRAND-NAME rivets, buttons, zippers, and so forth--this costs absolutely nothing compared with the supply activity of a home craftsman such as our Sasha.

But such Sashas surround themselves here with light industry, even if on the "jeans front." Is it not because, by not forgetting about their own pocket, they are really worried about their own personal "firm?"...

Sasha is calm about his future. He will not remain without work; even when there is full abundance of the highest-quality articles of clothing, persons will always have their own peculiar aspiration to sew "for themselves." He is not expected to have conflicts with financial organs, and he intends to pay taxes punctually. He will be building houses, and sewing in the evenings.

...It is time, most likely, to pass on to conclusions, and here I remain in reflection...

The editorial staff asked Yaroslav Alekseyevich Bocharov, deputy minister of consumer services, to comment on this article. Here is what he said:

"There is unquestionably a subject for discussion here, and the problem has been outlined correctly. Let us talk about it in more detail, proceeding from the fact that jeans are a distinctive symbol of the striving of persons, especially young people, to dress elegantly, stylishly, IN THEIR OWN WAY."

We have had discussions for a long time about the fashion of youth and fashion in general, but it looks as if it is not evident that noticeable progress has been made. And despite the fact that the overwhelming majority of people are wearing the products of light industry turned out in mass production, they far from always meet the demands of style. This explains, in particular, the

success of such "private craftsmen" as Sasha, described in the article. The sore point in today's state of affairs was correctly noted: the lack of personal interest by light industry in the end result of its labor, which leads to the overstocking of warehouses and bases with millions of the products of the light and footwear industries--many goods, but nothing to buy.

The basis of light industry is mass production; it must provide shoes and clothing for millions of people, but in coping with this and in keeping up with the demands of fashion, it is hampered by a number of problems: the low quality of fabric which goes into mass sewing work; poor accessories which at times do not so much enhance clothing and footwear as ruin it; manpower fluctuation; the low level of occupational skill; low-quality design; the excessive striving for the technological development of a product, and so forth.

The consumer services system has been called upon to make up for the shortcomings in mass sewing work to a definite extent, but we cannot confirm that everything is up to date, as they say.

We will not talk about our labor productivity, which is five to ten times lower than at light industry enterprises--in the final analysis, this is related to the specifics of an individual service.

Yes, the material resources of our system are really not comparable with the opportunities of the "home craftsmen," but putting them into effect leaves much to be desired. For a year now I have had occasion to hear discussions at the most representative conferences about the need to produce jeans fabric which is not inferior to foreign types, but I honestly do not know why the matter is not making progress... This is not even the main point.

The main point, it seems to me, lies in the incorrect approach to evaluation of our workers' labor when quality is put in first place. Quality does not have a material equivalent in evaluation; in other words, it is not paid for as it should be.

I recall that we had a cutter who held the rank of honored worker of the consumer services system for several years prior to his retirement on a pension. It must be confessed that we submitted him for the high rank by way of an exception. He regularly did not fulfill the plan and was the talk of the town at all meetings. But... He simply could not produce a poor product; he polished and "licked it clean" to the end... But at the same time, along with him, young skilled workmen, far from inferior to him in occupational training, earned more and even stood high in esteem, although at times they also did not think about that same PERSONAL relationship to the article being made.

We are now trying to improve the state of affairs to some extent. Special clothing repair shops, one of which already has begun to take orders for footwear, and another which will begin on 15 December to take orders for clothing, are being established in Riga. These will be shops not simply of the highest category but, so to speak, of a superhigh category, which are called upon to

meet all the customer's demands; even auxiliary operations will be performed here by workers of the third and fourth category. Naturally, the prices will be a little higher than in all the other repair shops, but the individual nature of the customer will be taken into account to the maximum extent here and all his demands will be met.

Now about Sasha specifically. Will he and his other colleagues somehow "join" our system? I am afraid not--and not because I am casting doubt upon his occupational skill. But he is a narrow specialist, though he has achieved definite perfection in his field. We need persons who have theoretical training, who know the history of fashion and sense the direction of its movement, who are able to work in a technological process as well as work and live in a collective. So that if Sasha were to come to us it would be rather difficult--and not only because we have elements of line production. But moreso because our worker must be a wide-range specialist. If these difficulties do not frighten him and he is able to pass an examination for the category as an external student, we would be pleased to make his acquaintance...

Yes, we have resolved problems of quantity--and more than successfully. There are few who remember distinctly those times when everyone was worried about only one thing--something to wear. Now everyone wants to dress in conformity with the evolved concept of a level of prosperity, and this is natural. But for the present we must exist in the same environment--light industry, consumer services and such "individualist workmen" as Sasha. If we disregard him in something, he disregards us for the present. But I hope that it is only for the present...

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HOUSING AND PERSONAL SERVICES

MEASURES TO IMPROVE HOUSING MAINTENANCE OUTLINED

Moscow ZHILISHCHNOYE STROITEL'TSTVO in Russian No 4, Apr 84 pp 6-7

[Article by V. V. Meshechek, director of the USSR State Committee for Civil Construction and Architecture's Main Administration for the Maintenance of Housing Stock: "Put Housing Maintenance on an Industrial Footing"]

[Text] Substantial untapped potential for raising labor productivity in building-maintenance production, raising the effectiveness of maintenance and reducing the time required to carry it out, and improving the quality of work is to be found in the organization of work directly at the site. There is a need for a carefully considered and scientifically, economically and technologically substantiated system of measures encompassing all phases of maintenance from preparing a facility for repairs to turning it over for occupancy.

For a number of years now building-maintenance organizations in Moscow, Leningrad, the Belorussian SSR and a number of cities in the RSFSR and Ukrainian SSR have already been drawing up project plans for the organization and production of work on complex facilities; these plans take into account technological sequence, the movement of manpower, the organization of the construction site and warehouse facilities, the cyclical nature of the delivery of materials, the sequential supplying of all required components, the maximum possible degree of factory prefabrication of components, and the use of mechanization.

For certain processes in building-maintenance work, technological charts are drawn up and systems of measures are worked out. This practice produces a palpable economic effect, as evident from the positive performance results of the aforementioned building-maintenance organizations, which have presented their work at a permanent exhibit titled "The Capital Repair of Residential and Public Buildings" at the Exhibition of Achievements of the USSR's National Economy. It is necessary that the advanced experience of these organizations' work be adopted everywhere throughout the country as a whole.

The correct organization of work at the site makes it possible to efficiently utilize highly productive machinery. The introduction of mechanization equipment into production practice creates the prerequisites for expanding the area

of use of prefabricated structurals and enlarging their size, and it motivates a search for new progressive forms of organizing labor that will permit the most efficient utilization of the potential of machines and mechanisms.

In Leningrad and other cities extensive use is being made of the method of organizing the whole complex of work involved the maintenance of residential buildings by groups and blocks (the block-group method) and, in the case of facade repairs--by entire streets (the street method).

The growth in the volume of capital repairs of housing stock, the further improvement of building-maintenance production, its industrialization and mechanization, and improvement of the quality of maintenance are being held up by the slow pace at which production bases have been developing. In many regions of the country not only are capital investments not allocated for the construction and reconstruction of building-maintenance organizations' production bases, but even the 10-percent deductions from charges for capital repairs performed on housing and social, cultural and consumer-service facilities are not fully utilized.

The building-maintenance organizations of the union republics' ministries of housing and municipal services have been meeting their requirements for products produced by their own enterprises by only 53 percent. Most of the existing production bases are not equipped with the necessary technological equipment, mechanisms and transport. The experience of the performance of capital repairs by the large building-maintenance organizations of Moscow, Leningrad, the Ukrainian SSR, the Belorussian SSR, and the Lithuanian SSR has demonstrated the relatively high effectiveness of this form of organizing building-maintenance production. In these organizations the proportion of maintenance work performed on housing stock is twice as high as the average for the country as a whole.

The experience of such organizations points out the unquestionable need to create unified building-maintenance services that will handle the maintenance of the state housing stock regardless of the department to which it belongs, improve the organization of building-maintenance production, and raise the level of industrialization and mechanization. And this would make it possible to reduce the time required for maintenance work, improve its quality and, in the final analysis, raise its effectiveness.

The design organizations are called on to play a big role in improving the organization of residential building maintenance and raising its economic and social effectiveness. Republic design institutes for designing the repair, modernization and reconstruction of residential and public buildings have been set up in the systems of the union republics' ministries of housing and municipal services. In Moscow, Leningrad and a number of republics, these institutes have research subdivisions. In addition, the designing of the capital repair of residential and public buildings is performed by design bureaus and groups, the technical departments of enterprises and their building-maintenance services.

Designs for the capital repair, modernization and reconstruction of residential buildings should include technical solutions that will make it possible to utilize industrial building structurals, components and assemblies, and progressive forms of production organization and work methods, and will also permit the extensive mechanization of building-maintenance work. This will make it possible to raise the effectiveness of capital repairs and reduce the time required to perform them.

It is extremely important that the union republics' ministries of housing and municipal services and state committees for construction affairs continue work on developing and reinforcing design and research institutes and expanding the capacities of these organizations.

The significance of the repair, modernization and reconstruction of the housing stock was emphasized once again in the CPSU Central Committee's February 1983 resolution "On Measures for Ensuring the Fulfillment of Plans for the Construction of Residential Buildings and Social and Consumer-Service Facilities." In order to implement the resolution, the State Committee for Civil Construction and Architecture worked out and confirmed "Additional Measures for Keeping up the Housing Stock and Enhancing Oversight to Ensure the Quality and Timeliness of Its Maintenance." These measures call for the union republics' ministries of housing and municipal services and the ministries and departments to carry out work for enhancing the degree of preassembly and factory prefabrication of products and components; for utilizing progressive new forms of materials and structurals; for making the maximum use of construction machinery, mechanisms and small power tools; for developing the production bases of building-maintenance organizations; for utilizing the free capacity of the construction ministries' large-panel-housing-construction and reinforced-concrete-products enterprises for maintenance needs; and for dealing with a number of other matters. The State Committee for Civil Construction and Architecture has done work to determine requirements for prefabricated reinforced-concrete structurals and products (to meet the needs of the capital repair of housing stock), the manufacture of which is supposed to be carried out by the free capacity of large-panel-housing-construction and reinforced-concrete-products enterprises. Thus, according to preliminary figures, the country's total requirements come to 229,000 cubic meters. Proposals have been prepared for increasing production in 1984-1985 of crane equipment, machines and mechanisms, as well as small power and hand tools for the capital repair of the housing stock, and for expanding the production of effective materials and products and progressive types of plumbing and electrical equipment for use in maintenance.

The implementation of the additional measures will make it possible to speed up the rates of scientific and technical progress through the industrialization of building-maintenance production.

At present the State Committee for Civil Construction and Architecture is carrying out work to develop uniform normative rates defining requirements for construction machinery for capital repairs. To this end, working in conjunction with the RSFSR Ministry of Housing and Municipal Services and the Academy of Municipal Services imini K. D. Pamfilov, the state committee is

defining more precisely the basic list of machines and mechanisms for the capital repair of residential and public buildings, including machines and suspension mechanisms newly developed and produced in series by industry, as well as special mechanisms the production of which could be organized at enterprises of the union republics' ministries of housing and municipal services (or ministries of municipal services). This list should also contain recommendations and estimates regarding rough requirements for machines and suspension equipment and the nature and amounts of the material and technical resources, assemblies and components that will be needed to organize the production of mechanisms.

It has become urgently necessary to coordinate the development and production of mechanization equipment for capital repair throughout the country as a whole. It would be a good idea to assign the RSFSR Ministry of Housing and Municipal Services the functions of a single client for the development of this mechanization equipment. This would make it possible to make wider use of the principles of interrepublic specialization and cooperation in organizing the production of new machinery.

An active and creative stance on the part of housing employees and the employees of design and building-maintenance organizations in accomplishing tasks in the area of the upkeep and maintenance of residential buildings will make it possible to more successfully solve this extremely important economic and social problem.

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HOUSING AND PERSONAL SERVICES

MEASURES TO IMPROVE HEATING OF TASHKENT APARTMENTS OUTLINED

Tashkent PRAVDA VOSTOKA in Russian 18 Apr 84 p 1

[Article by E. Avakov, general correspondent of PRAVDA VOSTOKA: "Lessons of the Tashkent Winter. How Is the Heat Supply Deficit To Be Eliminated?"]

(Text) PRAVDA VOSTOKA continues its analysis of the problems and paths of the development of the heating industry in the capital, which it began with the articles "If Becomes Cold in the Apartment" (22 January) and "When Will It Be Warm?" (16 February).

We Will Remember. . .

Good old winter gave us a little taste! It severely revealed shortcomings in planning and neglected links in heating equipment, and it raised problems that are urgent. PRAVDA VOSTOKA is checking up on this question.

V. Kolpakov, who lives at Ulitsa Nevsk, 2, Apartment 61, being justifiably indignant about the sluggishness of the managers of the Housing Operation Office No 63, wants to know whether measures have been taken to punish those responsible for the interrupted heat supply. Sluggishness and indifference on the part of the workers in the service sphere--this is how the residents of the medgorodka (medical city) in Sahir-Bakimovskiy Rayon, the houses nos. 25, 25a, 25 b, and 25v of the micro-rayon 53-1, and No 1 a of the quarter 20-4 of Tashkent, as well as of the new micro-rayons 55-1 and 55-2 of this district, explain their wintertime adversities. The same opinions are held by readers of our newspaper from the "cold" high-rise buildings nos. 16, 17, 19, 24, 25, 33, and 34 of the 16th and 17th blocks, No 20 of the micro-rayon 6-20 of Chirchik, nos. 18, 51 and 48 of the Block 4-23 of the Akmal-Ibramovskiy Rayon, and No 120 on Ulitsa Santa Rustaveli.

Although the freezing temperatures in Siberia, in the Urals, and in the Far North are much more severe than what we have here, the residents of House No 31 of the 6th Block of Chirchik write, the population there does not experience interruptions in the gas and heat supply during the winter. Why is the problem here not as thoroughly adjusted?

A Reserve Fund Is Needed

As was noted in the article "It Became Cold in the Apartment", the weakest link of the heat supply of Tashkent is the supply of gas. The flaw consists in the fact that the inflammable raw material usually supplied to the boiler-rooms of the city from the trunk pipeline on a regular basis, in accordance with an average daily norm, whether the temperature is mild or whether there is a hard frost. The present fund is hardly sufficient to warm the city when the temperature is 1 degree below freezing, but even if the gas pipelines did not deliver in full. For this reason, in cold weather the personnel of the boiler-room Zaphodava, for example, which serves, in particular, the malgarn-dok, was able to raise the temperature of the heat-transfer agent in the network to 60-70 degrees instead of 100-130 according to the calculated norm.

Trying to save themselves from the cold, the residents began to remove dummies and washers, to pour water from the heating system, causing its maladjustment through these actions, the interruption of the conditions of the hydraulic system. As measurements showed, the losses of the heat-transfer agent because of the draining of water reached more than 1,500 cubic meters an hour in Tashkent, which came to more than 30 percent of the total heat energy being produced. The lack of fuel, which caused the deficit in the heat supply, turned out to be an unprecedented squandering of natural and manpower resources and perceptible damage to the frame of mind of people. Tons of millions of cubic meters of blue fuel were thrown out into the air. In other words, the method of saving gas by means of feeding it into rayon boiler-rooms in accordance with an average daily limit led to the opposite result--to waste.

And further? In a similar vein as a selected flu is fraught with implications, the spontaneous maladjustment of the hydraulic conditions of the heating system took on the character of a chain reaction and paralyzed the work of the system of heat supply over large sectors. It became even more dangerous than the reason which had caused it. The attempts somehow to save the situation by means of increased "dosage" of gas into the heat sources was not crowned with success.

And thus the problem consists in the fact that during the peaks of cold temperatures the gas supply to the heat generators should not be governed by the average daily norm, but by the calculated requirement. To do this, it is necessary, first of all, to develop in every conceivable way gas extraction and the industrial base and transportation arteries of the extraction industry, which with all its obvious successes nevertheless does not keep pace with the progress of other industries. Secondly, and this is the main thing for the solution of the problem, the heating industry needs a special reserve fund of natural gas, for which it is expedient to utilize a certain part of the accumulations of the underground gas storage facilities.

We must add to what has been said that the use of such reserve types of fuel as fuel oil or coal in the heat works by no means frees us of the economic necessity of having an adequate insurance fund for its basic type--natural gas.

This is the first lesson of the past winter.

From Dissociation--to Collaboration

The deputy chairman of the Tashkent Gorispolkom, B. I. Bekmirzayev, in an official reply, told the editors that the article "When Will It Be Warm?" was recognized as correct and timely, that it was discussed at an extraordinary expanded session of the ispolkom with the participation of responsible officials of the rayispolkom, the Ministry of Power and Electrification, the All-Union Gazprom [Gas Industry] Production Association, the city services, and housing and other organizations. The facts of mismanagement and the wasteful expenditure of the heat-transfer agent and gas, set forth in the article, were confirmed.

In its decision the ispolkom of the Tashkent city council indicates that some rayispolkoms and housing organizations did not take effective measures with respect to the strengthening of labor discipline among the metal workers and sanitary engineers, and did not call the officials to account for the poor preparations of housing for the winter.

The deputy chairman of the Sabir-Fakhimovskiy Rayispolkom, G. M. Mutalipov, was given a reprimand, the manager of the Housing Production and Operation Trust of the Kirov Rayispolkom, S. N. Zaseyev--a severe reprimand, and the deputy chairman of this ispolkom, V. A. Abakov, and the chief of the Department for the Coordination of the Activity of Housing-Construction Cooperatives, Kh. Kh. Kayumov, was pointed out for the lack of control over the work of the housing and municipal services institutions and the failure to take timely and effective measures in response to signals from the residents.

But it is one thing to acknowledge one's fault, and quite another to achieve a change in one's work, to stop the wasteful expenditure of the heat-transfer agent. In responding to the statement of the newspaper, the deputy minister of power and electrification, T. A. Akhmedov, noted: "It is precisely the personnel of the city housing administration which services the heating points of houses which is directly involved in the most flagrant violation uncovered by the investigation, and it itself engenders them. The staff members of the city housing administration do not work in contact with the Tashkent heating network and do not take measures to regulate the flow of fuel, as a result of which even houses standing next to each other or individual pipes in apartments are heated differently."

Enormous are the losses in old block networks, which have fallen into decay as the result of neglect. Thus, in the residential town of the aircraft industry workers, about 300 cubic meters of the power carrier escape into the ground every hour from the pipelines which go through it, and in the Yunusabad district--at least 200. Whose fault is it? Above all, the managers of the Tashkent Main Construction Administration, who were not able to secure a high level of construction readiness of the engineering networks placed into operation, as well as the administrators of the Ministry of Power and Electrification and the Tashkent heating network, who did not make a countermove and did not show a desire to eliminate the existing imperfections. As a result, the damage in the heating lines, which remained without a master, assumed a menacing character.

True, not long ago, the Tashteplokommunenergo [Tashkent Municipal Heating and Power] Production Association was created under the gorispolkom for the purpose of improving the operation and repair of intra-block networks.

In our view, the new organization must also carry out a single technical line in the matter of heat supply in the residential blocks, to extend methodical assistance to the workers of the housing operation offices and the housing operation administrations in the correct distribution of heat among the blocks and separate houses. In other words, to become a reliable connecting link between the producers, the suppliers of heat energy, and its consumers. It would seem that the Ministry of Power and Electrification will assist the young production collective with cadres of highly-skilled specialists and in the creation of a well-equipped material-technical base.

Or let us take the problem connected with the acute deficit of spare parts for the repair of bolting accessories, the mechanical "filling" of the municipal, sanitation-engineering equipment of residential housing. It can be solved only by means of cooperation, the composition of forces of interested organizations, after having created--under the gorispolkom--a specialized cost accounting production for the output and restoration of spare parts on a modern technical basis, taking into account the requirement, for the given production, of the housing institutions of every department and enterprise. Instructive in this connection is the experience of Alma-Ata, where the question was solved thanks to cooperation on a broad inter-industry platform.

Extremely acute is the following problem. Our city, as is well known, has risen during the past 10 to 15 years. In 2 to 3 years, almost our entire housing industry will go over to high-rise housing construction. However, not in a single high-rise ensemble, and all the more in a separately standing skyscraper, will you see an operating pumping station for hot water supply. It seems that such projects have a rough time getting off the whatman to the ground of Tashkent. At first, the workers of the Main Administration of Capital Construction of the gorispolkom delay the receipt of the equipment, then the general contractor and the specialized organization--the completion of the installation. The project is tiny, its total cost is nothing, but you have your hands full.

And here these "tiny" imperfections during the winter turned out to be great adversities, when the heating of the majority of high-rise buildings broke down completely and for a long time, and with it also the hot water supply of the upper floors! This, for example, is what happened with the nine-floor buildings on Ulitsa Akhmeda Danisha in Yunusabad. The managers of SU-60 DOK-2 of the Tashkent Main Construction Administration committed themselves to install hot water pumping stations by 1 August 1983, but the cart has not moved an inch.

If, just imagine, the pumping station is nevertheless ready, then more agonizing waiting still lies ahead. In the 17th block of Chilanzar the pumping station for hot water supply for 7 high-rise buildings was installed 4 years ago, however, the rayon heating experts headed by R. Ya. Grinberg, with the support of the managers of the Tashkent heating system, have found a thousand and one

reasons for not connecting it to their equipment. The point of the calculation of the heat in this same building, although it has been accepted by the heating specialists in their balance, has remained inoperative to the present.

Do you think that the insulted knights of the housing service throw, what is it called, the gauntlet to their colleagues? Oh, if they "explained" their relations, then not farther than at the departmental barrier, before which, we dare to assure, better impulses of the soul become extinct and language grows dumb. Departmental ambitions and dissociation cost the city a pretty penny as a result.

A decisive change to agreement and the cooperation of allied suppliers is needed by the 2-million-strong Tashkent, like air. In this consists still another lesson of the Tashkent winter.

Decisive Measures

On the instructions of the government of the republic, during no more than a week and in difficult conditions of housing and industrial construction, a 9-kilometer-long gas main was constructed from the Tashkent State Regional Electric Power Plant to the rayon boiler house Severo-Vostochnaya in the Vysokovol'tnyy (High-Voltage) District, thereby having supplied with a stable gas supply. Simultaneously every 24 hours 800,000 cubic meters of "blue fuel" will be freed for the needs of other heat sources. A new gas service line has been laid also to the boiler house Zapanaya.

But this very same thing, you will agree, should have been accomplished in good time, by way of planning! Was it really necessary to wait for the intervention of the government?

Work on the heat: improvement of the fuel supply of the boiler house Severnaya, serving the districts of Yunusabad and Karakamysk, has been activated. By the new heating season, its capacity will be increased by 100 gigacalories per hour with the installation of an additional boiler and the installation of chemical water treatment. There will also be here a fuel oil storage tank with reserve fuel with a norm of supply for 3 boilers for 10 days. Here and at the boiler house Severo-Vostochnaya the installation of two battery containers is projected, as well as the repair of 5 such containers, and the filling of the filtering material in 33 filters of rayon boiler houses has also been replaced.

As the Minister of Power and Electrification has reported, decisive measures are being taken also with respect to the development of heat service lines. In 1954 it is planned to complete the reconstruction of the heating ducts along Ulits Shta Pustaveli, Katartal and Farkhadskaya, which will make it possible to improve the heat supply of the center of the capital by means of the change of the heating zones from the Tashkent Heat and Electric Power Plant and the boiler house Chilonzarakaya. It is planned to continue the new heat line along Ulitsa Severnyy Almazar, as well as the second outlet from the boiler house Severnaya to the Yunusabad and the heating line in the rayon of the development of the Sputnik district. The pumping station Severo-Vostochnaya will be redesigned.

From the Editors:

As you see, the lessons of winter have not been in vain. The current heating season has not yet come to an end, and already preparations are underway for the next one. Hardly were the means found for the resurfacing of the collector from the heating line along Ulitsa Shota Rustaveli, the person responsible for this project in the Tashkent Gorispolkom, at its first business meeting, clearly determined the tasks for the planners, builders, workers in the power industry, and the workers of all the organizations participating in the difficult engineering installation. It is planned to put the collector into operation on 15 October, i. e., by the beginning of the heating season.

After 2-year long procrastination, the problems of alienating the ground for the construction of the powerful boiler houses Novo-Chilanzarskaya and Severo-Zapadnaya and the reconstruction of the Tashkent State Regional Electric Power Plant to convert it to a power and heat mode of operation were solved within a matter of days. Finally, land was allotted also for the building of heat trunk lines, however, for the time being only with the supply of a work front for 2-3 years. The question of placing certain sectors under these lines to full extent must be resolved promptly, so as not to put a brake on the composition of projects connected with heat and power production in the subsequent five-year-plan.

Of course, to make up for the time lost is extremely difficult, but the main thing is that the possibility has opened up to realize the plan for the development of the heat supply of Tashkent before 1990, which was worked out by specialists of the Central Asian Division of the Institute for the Planning of Electrical Equipment for Heat Engineering Structures and Nuclear Energy. Its realization will fundamentally transform the heat industry of the city and will provide it with advanced boundaries.

During less than 6 years we are faced with the assimilation of 200 million rubles in capital investments. The dimensions of the enterprised projected for such compressed periods legitimately require right away the determination of the work schedule, the sources and volumes of financing by years, the proportional participation of the enterprises, which comes to approximately 30 percent of the indicated sum. The remaining sum, as is commonly said, is at the expense of the public treasury and, consequently, much here depends on how promptly and capably the tasks will be solved by the Gosplan of the republic, which also sent a reply to the editors.

The general contractor and main executor of the "plan" is known. This is the Uzbek Trust for Hydropower Construction collective, which is famous for its good labor traditions. It is carrying out a large creative program with respect to strenuous tasks in the republic. Without increasing the production potential of the organization, the realization of the proposals of the automatic optimization system of the Institute for the Planning of Electrical Equipment for Heat Engineering Structures and Nuclear Energy is out of the question. Naturally, it is necessary to create a new construction administration with the

appropriate industrial base within the composition of the trust, with the human and material resources, having aimed it fully at the realization of the "plan", or fully switch over one of the subdivisions of the trust to its work.

And it is desirable to do this during the current year so that already during the next year the administration can conduct work in large and ever-increasing volumes. At the same time, the Uzbek Trust for Hydropower Construction, it seems to us, must be freed from the construction of non-energy projects.

According to calculations of workers of the UzSSR Ministry of Power and Electrification, more than 60 million rubles of capital investments must be assimilated for the introduction, in 1985, of the first capacities of the boiler houses Novo-Chilanzarskaya and Severo-Zapadnaya, as well as for the Tashkent State Regional Electric Power Plant that is being reconstructed, and the construction of the first section of the heat trunk lines. Of these, construction and installation work account for 53 million rubles. This is exactly the same volume which the general contractor must complete. The task is exceptionally difficult. Without the mobilization of all available possibilities and a high degree of organization of the enterprise, it cannot be mastered.

To build up the capacities of the heating industry at an accelerated pace and to move it to advanced boundaries within compressed deadlines--this is the essence of the task. To supply the population with heat is an acute economic necessity, a task of great social and political significance.

8970

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HOUSING AND PERSONAL SERVICES

CARTOON COMMENTARY ON AUTO REPAIR

Moscow TRUD in Russian 15 May 84 p 2

[Letter, with cartoon, signed by Pavlov, Khromenkov, Polzunov, Spirin, Komarov and other workers at the Transsel'khoztekhnika [expansion unknown] Administration, Timashevsk, Krasnodar Kray: "Shoddy Wares in Fancy Dress"]

[Text] At the Krasnodar Automotive Repair Plant vehicle engines are overhauled for the kray's enterprises. But how are they overhauled?



[in balloon] "That's clients for you. We overhaul their engines, and they start right up!"

The driver installs a fresh engine that is issued to him from those that have been overhauled. It's brightly painted and clean, but his vehicle won't budge. He's gotten shoddy goods, not an engine! And then we ourselves overhaul it. This has already become a system. The factory workers have made life easy for themselves with this sort of shoddy work. But in the process they have lost what is most important--their worker's conscience!

8756

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CONSUMER SECTOR POLICY AND ECONOMICS

RSFSR TRADE MINISTER REPORTS ON WORKER INCENTIVE EXPERIMENT

Consumer's Letter

Moscow SOVETSKAYA ROSSIYA in Russian 4 Apr 84 p 2

[Letter to the editor from A. Pirogova, Gorkiy: "How to Motivate the Salesperson: Letter to the Editor; A Question for the Ministry"]

[Text] Throughout the fall and winter I had been searching the stores for thin pure-wool sweaters for myself and my husband. I found them at... a spring sale at the Sportkul'ttorg [Sporting Goods Store]. How could it happen? After all, the state could have received from me 70 rubles last fall, whereas now it received only 42 rubles. The point is that these sweaters had been kept either in storage or in some unsightly nook of the store and the salesgirl indifferently kept answering "There aren't any" to customers.

This is the main trouble with the trading apparatus--the lack of motivation among sales personnel. They loaf around all month with their backs turned to the customers and toward the end of the month they fulfill the plan within a few days by selling scarce merchandise. As a result, they receive their wages plus a bonus.

The aforementioned spring sale prompted exploring new forms of the organization of labor. Thus, in one store a pensioner was hired to sell knitwear on commission. She did her job very artistically, and I'm not exaggerating! On the first day there was a pile of knitwear on her counter, and customers in front of it. On the second day the pile had shrunk considerably and the saleslady was able to give personal attention to every every customer. No one left her counter without making a purchase.

Literally next door to that store is the Odezhda [Clothing] Store. Customers enter it, look over the garments and depart, while the salesman is dozing lethargically. At that store no one buys anything, since no one there is...selling anything.

The pensioner who sold knitwear earned a month's pay in 5 days. But she also did a very useful job. By contrast, the garments hanging in the Odezhda Store

have to be sold at cut prices, although actually they are not being sold anyway. After all, you cannot say that the sleepy young salesman in that store is a real salesman. He does not sell merchandise; rather, he guards it.

Another example: A street vendor energetically sells apples. A compassionate old woman pities her, saying: "Poor woman, how could they put you out in the street in this cold." The vendor laughed and answered that she had trouble persuading her boss to allow her to sell on the street. As it turns out, she is paid on commission and earns one and one-half to two times as much as she would earn if selling inside a store.

Who benefits from this? The state, we customers and lastly the salesperson himself or herself. So you can see that everyone benefits from this.

So I think that selling on commission should be practiced more widely. This elevates the level of service to customers, helps reduce merchandise inventories and increases the volume of sales. In a word, the commission sales system should be used to turn sales personnel from indifferent watchmen into concerned salespersons.

It would be interesting to know what is the position of the Ministry of Trade on this subject: what experiments are under way and is the Ministry considering a change in the now obsolete system?

Minister's Reply

Moscow SOVETSKAYA ROSSIYA in Russian 25 May 84 p 3

[Letter to the editor from V. Tumanov, [RSFSR] Deputy Minister [of Trade]: "Considered"]

[Text] The RSFSR Ministry of Trade considered the letter "How to Motivate the Salesperson." The Ministry is constantly exploring new ways of refining the system of emoluments for employees of the trading apparatus. A major approach is the application of the piecework wage system.

As of May 1983 an experiment in fulfilling plan targets with smaller numbers of personnel is being conducted at the retail trade and public feeding establishments of Moscow. The attendant wage fund savings are disbursed by enterprise heads, upon agreement with trade-union committees, as extra wage allowances for the employees, participating in the experiment, who learn additional skills, handle enlarged service areas and perform a greater volume of operations. This provides higher material incentives to personnel.

To further increase the efficiency of labor of the employees of the trading apparatus, wage rates tailored to the quantity of merchandise sold are now being drafted.

1386

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CONSUMER SECTOR POLICY AND ECONOMICS

AZSSR TRADE MINISTER ON SATISFYING CONSUMER DEMAND

Moscow KOMMERCHESKIY VESTNIK in Russian No 3, Feb 84 pp 18-19

[Article by S. Kasumova, AzSSR trade minister, Baku, in the column "At the Meeting Point of the Branches": "Weigh Goods in Front of the Customer"]

[Text] The assortment of goods in stores in Azerbaijan is becoming increasingly diversified and the level of satisfaction of consumer demand is rising. In the last six years only the inhabitants of the AzSSR have acquired more than 2,600,000 watches, 582,000 television sets, 506,000 radios, 381,000 refrigerators, 131,000 sewing machines, 173,000 stereos, 219,000 electric vacuum cleaners and floor polishers, 155,000 automobiles, and 40,000 motorcycles and motor scooters. But the problem of the scarcity of specific goods has not been removed from the agenda. Our correspondent V. Gulavshili talked with S. Kasumova, AzSSR trade minister, about ways to overcome deficiencies in production for mass demand and about improving the mechanism of interaction of industry and trade.

At the June and December 1983 plenums of the CPSU Central Committee, it was noted that, despite the sufficiently rapid growth in the volumes of production of consumer goods, improvement in their quality and assortment, the popular demand is not completely satisfied. Specific methods for solving this problem are determined in the resolutions of the 26th CPSU Congress, in the decree of the CPSU Central Committee and the USSR Soviet of Ministers, "Measures for Further Development of Trade and Improvement in Consumer Trade Service in the 11th Five-Year Plan," "Additional Methods for Improving the Provision of Consumer Goods for the People in 1983-1985," and in other documents. In the AzSSR effective measures are being taken to improve the supply of different goods for customers. The Azerbaijan CP Central Committee, the Soviet of Ministers and the Gosplan show constant concern for the development of production of goods and trade. Large enterprises for output of goods enter the system. Among them are new factories for kitchen furniture, components of footwear, bulk yarn and top knitted wear, plants for production of products made of crystal and glass and for production of porcelain.

The capacities of operating enterprises are increasing, and new production replaces obsolescent products on the lines. In 1983, changes in footwear exceeded 90 percent; sewing goods, 50 percent; knitted wear and stockings

and socks, approximately 40 percent. The production of goods of personal domestic purpose and economic use and novelty items picked up strength particularly intensively. All this permits the volumes of transport of production from other regions of the USSR to be decreased. If, in 1980, locally produced goods comprised 32.8 percent of the goods turnover in the republic, their relative share has now reached 46.1 percent.

The market is saturated; however, the demand for many forms of goods is not satisfied completely. And, in addition, above-standard reserves are increasing. Such a discrepancy is present mostly in the market for light industry goods. This occurs for different reasons.

It is well known that the higher the quality of goods, the more fully the demand of the people for them can be satisfied. We are watching strictly the quality of products put on the market. In the AzSSR a scientifically based quality control system has been introduced. Its participants are wholesale, retail and industry enterprise workers. Inspections of products, "swoops" and "quality days" are conducted regularly. Goods are carefully treated in wholesale organizations. This is done on the basis of high exactness, and a whole arsenal of economic means of influence on industry is used. Trading organizations, having exposed waste, set fines, lower the grade of products and succeed in stopping acceptance of production at the factory. And just the same, enterprises continue to violate requirements for the quality and variety of production stipulated in supply contracts.

A contract is the law for partners. Production plans should be formed on its basis. The Baku Knitted Wear Factory Association imeni N. Narimanov, Footwear Factory No 1, the Petroleum Industry Machine Building Plant imeni P. Montin, the Baku Steel Casting Plant and several other suppliers take this legal document exactly so. But frequently it is necessary to clash with the facts when manufacturers by hook or by crook try to obtain adjustments of plans in the direction of a decrease, reduce or stop output of goods, profiting by demand. This is done without trade agreement and takes place almost with impunity. Otherwise one does not explain the fact that out of 43 enterprises subject to the union, only 16 fulfilled delivery contracts with wholesale facilities. Among debtors basically are machine-building plants which have considerable possibilities for improving the quality of products while developing the assortment of production of consumer goods.

Trade for light industry of the AzSSR has serious claims: In one year only 41 million rubles' worth of necessary products were not delivered. Enterprises of the AzSSR Ministry of Local Industry owe 39 million rubles and the AzSSR Ministry of the Timber and Wood Processing Industry owes 14 million rubles.

To state the problem rightfully: Why does the trade tolerate such violations? Naturally, a share of the blame undoubtedly lies with us. Trade organizations, in particular wholesale facilities of the AzSSR, must strengthen their influence on the manufacturers and strive more actively so that orders validated by them actually become the basis of formulated plans. The quality of service and the satisfaction of growing consumer needs depend on the accuracy of work

and the commercial initiatives of wholesale specialists. Any error in counting, mistake or slowness of workers of this group shows up in a deterioration of the supply of stores. Unfortunately, these cases are still not rare, when products are not available for sale which exist in a sufficient amount at discounts, while irregular deliveries to retailers exist. We are struggling with such phenomena and are overcoming the deficiencies by means of organization of dispatching services and we are introducing "Rhythm" system and the system KSORT [Comprehensive System for Ensuring Rhythmic Flow of Commerce]. However, has not yet been fully corrected.

The fact that an improvement in trade delivery in many cases depends on the disciplinability of our partners, but a system of material stimulation of manufacturers contributes poorly to an increase in the discipline of delivery, even though a mechanism of economic sanctions is used. Everyone knows that it is not very effective. Therefore, producers also permit the violation of contract obligations and do not fulfill the agreed-upon dates, volumes and assortment of deliveries.

Industry enterprises fulfill plans, but goods finished by them do not make use of demand. We do not take this production and provide it to other regions. And the disproportion in the marketing of goods is not disappearing. In a republic with a surplus of carpet products, there is an insufficient number of floor runners, dishes, equipment for tea drinking, teapots, pails, and dinner services of the production of the Kirovabad China Plant. It is possible to name a whole series of republic enterprises which could have manufactured goods needed for the market, but they do not produce them and turn out what is more advantageous and prefer to develop costly or less labor-intensive products. I submit this fact. Almost all our enterprises of the furniture industry and even several plants of other branches supply grates for bathrooms. And here it is not possible for the trade to "build" construction workers to produce wood products which are in short supply, let us say, veneers of separate boards. They say that it is bothersome and labor-intensive.

The dislocation of the interests of industry and trade appears not infrequently. It means that a mechanism for the interaction of partners concerning the delivery contract is needed in such a reorganization in order for both sides to be interested in the production and obtaining of the necessary products.

It is very important to coordinate trade orders. The AzSSR Gosplan is doing a lot to avert saturation of the market with monotonous goods and to eliminate duplication. The Ministry of Trade conducts exhibitions and surveys of the current product assortment and consumer items to be supplied and proposes the adoption of samples of the All-Union Association "Union Industry Adoption." But this obviously is not enough. It is expedient to coordinate industry orders on a scale to include all Transcaucasian republics. Such work is being attempted. Trade organizations of Belorussia and the Pribaltic and Moldavian Republics for more than a year have been working on overcoming parallelism in the production of centralized unplanned products and have been doing this successfully.

The chief concern of the commercial trade service is to obtain necessary goods. And, in addition, it is very important for the trade network to be

ready to receive them and call attention to customers according to all the rules. It needs to be said that we successfully have done a great deal with the aid of complex trade innovations. Now 70-80 percent of footwear and headgear and 80-90 percent of household goods, sporting goods, watches, jewelry and photographic goods are concentrated in specialty stores and department stores. This helped considerably to improve customer service. At the present time 55 percent of foodstuffs and non-foodstuffs are sold in stores and self-service sections. The system of advance orders and a circle of supplementary service reserved for stores with different specializations are expanding. Large department stores in Baku, Kirovabad, and Sumgait show customers more than 20 types of supplementary services. Methods for selling to consumer complexes are becoming more widespread.

The level of consumer goods service in many cases depends on the state of material and technical trade facilities. In the AzSSR it is developing at a set pace. In the 10th Five-Year Plan, 135 million rubles were spent on the development of a trade network. In the current five-year plan, a still greater amount of capital investment must be appropriated. Already large Moskva and Baku department stores in Baku are in operation, a Children's World has opened in Sumgait, and new department stores have opened their doors in the cities of Shek, Neftechal and Stepanakert. In addition, refrigerators with a capacity of 15,700 tons, general warehouses with an area of 11,200 square meters, and stores with an area of 75,000 square meters are planned for construction. We shall construct warehouse complexes in Kirovabad and Lenkoran. Eight fruit and vegetable facilities will be constructed in Baku alone.

An improvement in the provision of consumer goods is directly contingent on the level of preparedness and responsibility of leaders, commodity managers, enterprise and organization salespeople, and on the ability of trade specialists to organize the study of customer demand, to substantiate an industry order and to use in their work the experience of the best enterprises of the nation and the republic. It should be noted that the qualification of trade workers, especially of salespeople in specialty stores, has markedly increased. They have become genuine helpers and consultants to the customers. Special attention is given to the study of customer inquiries and work with suppliers in the Moskva Department Store in Baku. The experience of this collective finds wide dissemination in the AzSSR.

In the actualization of the program, an increase in the well-being of the people of our branch is assigned one of the first-rank places. Indeed, more than 90 percent of social and domestic requirements are satisfied by the trade network. By fulfilling our assignment, we must steadfastly improve the cultivation of service, strengthen bonds with production and on this basis strive all the more for complete satisfaction of customer needs.

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CONSUMER SECTOR POLICY AND ECONOMICS

ECONOMIC EXPERIMENT IN UKSSR FOOD INDUSTRY PROFILED

Kiev EKONOMIKA SOVETSKOY UKRAINY in Russian No 3, Mar 84 pp 40-44

[Article by S. Yuzefovich, chief of the Economic Planning Administration of the UkSSR Ministry of the Food Industry; and V. Kurzhnir, deputy chief of the Economic Planning Administration: "The Food Industry of the Ukraine Under the Conditions of an Economic Experiment"]

[Text] In accordance with the decree of the CPSU Central Committee and the USSR Council of Ministers "On Additional Measures to Expand the Rights of Industrial Production Associations (Enterprises) in Planning and Economic Activity and to Strengthen their Responsibility for Work Results," the UkSSR Ministry of the Food Industry has become one of five ministries conducting a large-scale economic experiment, as of 1 January, on practical verification of the measures that have been developed.

The basic elements of the economic experiment are: strengthening the role of production associations and enterprises in developing plans for economic and social development at all stages of planning; and increasing their responsibility for providing products to the national economy and the population and for fulfilling plan quotas with the minimum consumption of manpower, material, and financial resources.

In the five-year plan and annual plans production associations (enterprises) are given a limited number of indicators for production output that correspond to public demands and the best worldwide achievements, and for increasing labor productivity and production efficiency.

Specifically, the following indicators, quotas, and economic standards are established:

In the five-year plan--rates of growth in commodity production (estimated); production of basic types of articles (in physical terms); the proportion of high-quality products in the total production output; the increase in labor productivity (estimated); reduction in expenditures per ruble of commodity production; the wage fund (for workers at enterprises and projects recently put into operation, nonindustrial personnel, and personnel who are not members of the regular staff); quotas for state centralized capital investments and construction and installation work and the putting of fixed capital, production capacities, and projects into operation at the expense of state centralized

capital investments; quotas for material and technical resources; standards for increasing the wage fund of industrial and production personnel by increasing the commodity or net (normative) output; standards for forming a production development fund; standards for increasing the material incentive funds at existing production associations (enterprises); standards for increasing the funds for social and cultural measures and housing construction at existing production associations (enterprises); and standards for forming a unified fund for developing science and technology (for the ministry).

In the annual plans--the volume of marketable output of production associations (enterprises)--for evaluating the fulfillment of contract obligations for delivery of goods; production output (in physical terms); the proportion of high-quality products in the total production output; the increase in labor productivity (estimated); the reduction in expenditures per ruble of commodity production; profit; the wage fund (for workers at enterprises and projects recently put into operation, nonindustrial personnel, and personnel who are not part of the regular staff); the quota for state centralized capital investments and construction and installation work; putting fixed capital and production capacities into production at the expense of state centralized capital investments; material and technical resource funds; and standards for the profit withholding tax that goes to the state budget.

In the past, the annual plan for a production association (enterprise) established (in value terms) seven indicators; now there is only one--the volume of product sales as an evaluation of the fulfillment of contract obligations for delivery of products. The USSR State Planning Committee adopted the proposal of the Ministry of the Food Industry for a significant reduction in the list of products according to which the production output is established for production associations (enterprises) in state plans for economic and social development in physical terms.

A sharp reduction in the number of plan indicators that are set expands the rights of production associations (enterprises) in formulating production programs and it makes it possible for the associations to respond more sensitively to changes in consumer demand, and to take a more effective approach to resolving questions in the output of food products of the required assortment and quality. At the same time there is an increase in their responsibility for fulfilling contract obligations for delivery of goods. The assortment and output of these goods will be determined to a great extent by the given production units independently, on the basis of orders from trade organizations.

Practical experience has shown that since a significant proportion of the goods produced by enterprises of the USSR Ministry of the Food Industry is consumed locally, strict regulation by union and republic agencies of the volume and assortment has not promoted creative initiative locally, and, in the final analysis, has had a negative effect on the supply of food products to the population.

An evaluation of the activity of production associations in terms of the volume of sales, based on fulfillment of contract obligations for the delivery of

goods, will help strengthen adherence to contracts and it will promote the output only of those goods for which there is a demand.

In a number of cases, trade organizations which are fund holders refuse to accept certain types of products, while other organizations would readily accept them. In the economic experiment, production associations (enterprises) of the UkSSR Ministry of the Food Industry were permitted to sell products, not selected according to allocated funds during a month, to other trade organizations and to include them in the fulfillment of the plan for delivery of goods.

In the past, various plan indicators duplicated one another for all practical purposes. For example, almost the entire products list of goods produced by the Ministry of the Food Industry consists of consumer goods. Nevertheless, in addition to six other value indicators, these enterprises were assigned an indicator for the production of consumer goods. The same can be said about the indicator for "production of consumer goods in retail prices per ruble of the wage fund."

Now production units in the republic's food industry are assigned nine indicators for all types of activity. Three of these indicators will be used by higher organizations and local agencies to evaluate the economic activity and to summarize the results of socialist competition: fulfillment of plan quotas for volume of sales and adhering to the products list (assortment), quality, and deadlines called for in the contracts (or orders); the proportion of high-quality goods in the total production output; and profit increase.

The level of plan fulfillment for the given indicators will be determined in the five-year plan by the running total since the beginning of the five-year plan; and in the annual plan by the running total since the beginning of the year.

A calculation of the fulfillment of quotas and obligations for delivery of goods is made by all production associations (enterprises) whose relations with customers (consumers) are regulated by provisions for the delivery of goods. The fulfillment of daily orders from trade organizations by enterprises that produce bread and roll products, nonalcoholic beverages, and other products, is to be taken into account in the indicator for the volume of sales according to the level of plan fulfillment.

Fulfillment of quotas and obligations for delivery of goods includes adherence to the products list, which (in physical terms) is set down in state plans for the enterprises, as well as adherence to the group assortment established in delivery contracts. Significant changes are being made in the system for forming and spending wage funds. In all sectors of the Ukrainian food industry, a standardized method has been introduced for planning and obtaining funds for wages, which will make it possible to tie wages more closely to labor results and to provide a greater incentive for labor collectives to spend wages more economically.

Production associations (enterprises) in the confectionary, brewing and nonalcoholic beverage, macaroni, liqueur and vodka, salt, and tobacco sectors are forming a wage fund for industrial and production personnel according to

standards for an increase in the fund that corresponds to an increase in commodity production or normative net output. The norms are determined as percentages of the base wage fund and they are given to production associations (enterprises) before they begin to draft annual plans for economic and social development and they are not subject to change. Distribution of the annual base wage fund by quarters is done independently by the production associations (enterprises) in these sectors, before the beginning of the plan year. An exception can be made with the permission of a higher organization to make corrections in the distribution of this fund when there are changes in deadlines for major repairs or fluctuations in the product demand.

When production associations (enterprises) plan a reduction in production output due to a decrease in resources of raw materials and supplies, a change in demand, plant reconstruction, introduction of new processes and new types of products, and other factors beyond the enterprise's control, the standard for reducing the wage fund for each percentage point in the decrease of production output is established by the higher organization.

The standards for increases (or decreases) in the wage fund for production units in the sugar, fats and oils, volatile oils, starch and syrup, spirits, and tobacco and fermentation sectors of the local food industry and the baking industry are established in kopecks per ruble of increase (or decrease) in commodity production or normative net output.

The UkSSR Ministry of the Food Industry and industrial associations subordinate to it can differentiate, within the limits of average norms, norms for production associations (enterprises) taking into account their capacities and individual conditions.

At production associations (enterprises) that are developing new capacities and for which a supplemental wage fund was allocated for the development in the years immediately preceding the beginning of the experiment, for an increase in production according to established norms, the fund will not be computed until the expiration of normative deadlines for the development of new capacities.

The UkSSR Ministry of the Food Industry has been permitted to form a reserve wage fund that represents 6 percent of the total fund. The ministry and its subordinate industrial associations can use this reserve as a special supplement to the fund if there is a decline in operating indicators at production associations (enterprises) resulting from a decrease in the quantity and a decline in the quality of the raw materials being processed, the output of more labor-intensive products, a change in the demand for the products, or for other reasons beyond the enterprises' control. Funds allocated from the reserve are included in a computed wage fund above the fund that is determined according to standards and are calculated separately.

Production associations (enterprises) engaged in processing agricultural raw materials that are part of the local food industry and baking industry will be allocated means for the wage plan for the first three quarters of 1984 in accordance with their fulfillment of the production plan (according to the established coefficients for calculating the plan fund); for the fourth quarter of 1984, the actual increase (or decrease) in the volume of commodity

production or normative net output for the year as a whole is taken into account, using the established standard for an increase (or decrease) in the wage fund. In the confectionary and baking sectors these standards are determined on the basis of an increase in normative net output. When determining the standards for forming a wage fund in all sectors, the need to achieve a greater rise in labor productivity than in the average wage was taken into consideration. To increase the production associations' (enterprises') interest in and responsibility for final work results, it will be especially important to change the system used to form and spend economic incentive funds. The material incentive fund and the fund for social and cultural measures and housing construction are formed by production associations (enterprises), taking into account the size of these funds in the plan for the base year and the sum of their increase for each percentage point of increase in profit in comparison to the base year. The fund for production development is formed from profit and amortization deductions, designated for complete replacement of fixed capital. The normatives for an increase (or decrease) in the material incentive fund and the fund for social and cultural measures and housing construction are 1 percent of the planned sum of the corresponding fund for the base year for each percentage point of growth (or decline) in profit. With a 10-15 percent increase (or decrease) in profit, the standard for deductions for the material incentive fund and the fund for social and cultural measures and housing construction decrease by 30 percent, and with an increase (or decrease) of more than 15 percent, the standard drops by 50 percent.

In exceptional cases, when plans are made for production associations (enterprises) to decrease profits or increase losses, compared to the base year, due to reasons beyond their control, the size of the material incentive fund and the fund for social and cultural measures and housing construction in the plan for the next year is established within the limits of the sums of planned funds for the base year by allocating additional means for this purpose from reserve and centralized funds.

Standards for forming a production development fund within the ministry are: 2.22 percent from the profit and 14.5 percent from amortization deductions designated for complete replacement of fixed capital. Taking into account specific conditions, the ministry and industrial associations can differentiate standards for forming the production development fund.

When the plan is not fulfilled in terms of fund-forming indicators, the enterprises' material incentive fund and the fund for social and cultural measures and housing construction are formed on a smaller scale. Their minimum sum (within the limits of actual profit obtained since the beginning of the year) cannot be lower than 40 percent of the planned sum of funds for the period in which the plan was not fulfilled. In sectors that process agricultural raw material, the material incentive fund can decrease by no more than 25 percent of the fund's planned size.

Material incentives for productive labor and efficient utilization of resources are growing. In accordance with an agreement with the trade union organization, association and enterprise management has been given the right, through careful expenditure of the wage fund, to introduce higher supplementary payments into the wage rates for highly skilled workers employed in especially

important positions (workers in category 4, up to 16 percent; workers in category 5, up to 20 percent; and workers in category 6, up to 24 percent of the wage rates); managers can also add to the rates paid to highly skilled engineering and technical personnel and white collar workers (up to 50 percent of their salary). The size of these supplementary payments and salary increases should be determined by taking into account the personal contribution of each worker to developing and introducing new, highly efficient technology and processes; to reducing labor-intensiveness and the consumption of materials and power; to improving product quality; and to fulfilling other indicators. These supplementary payments and wage increases should be reduced or withdrawn completely if the indicators decline.

Supplementary payments can be made to workers who have combined professions and hold two jobs; this applies to various categories of workers, engineering and technical personnel, white and blue collar workers, and so on, without confirmation of the list of combined professions by higher agencies. Salaries paid to highly skilled workers employed in especially important and responsible positions can be set at up to 230 rubles per month, but they should not exceed the salaries paid to foremen that include a 50 percent increase. The UkSSR Ministry of the Food Industry is allowed to establish additional payments to the salaries of directors of production associations (enterprises) through careful expenditure of the wage fund, which they should ensure.

It should be stressed that material gains do not come about all by themselves; they must be earned. That is, the volume of production must be increased and production efficiency must be improved. This is the only way in which an association (enterprise) will have an opportunity to enjoy material gains.

There are plans to implement a system of measures to increase the incentive effect of bonuses for the results of economic activity. Bonuses will be paid to managers of production associations (enterprises) only if plan quotas for product sales are fulfilled and delivery contracts are observed (taking into account the established percentage of obligations not fulfilled). For each percentage point that the plan is not fulfilled, the material incentive fund will decrease by 3 percent; and when contracts are met fully, the fund will increase by 15 percent.

Managers of production associations (enterprises) that fulfill the annual plan for product sales, taking into account the delivery obligations outlined in their contracts, can be paid one-time bonuses from the material incentive fund that are equal to three salaries above the set maximum bonus payment. Bonuses will be paid to engineering and technical personnel and white collar workers according to the indicators on which they have a direct effect.

Production associations (enterprises) will have an increase in the means and possibilities for spending the fund for social and cultural measures and housing construction on the collectives' social development. They will be able to make independent decisions about utilizing this fund, first and foremost for the construction of housing, kindergartens, nurseries, pioneer camps, and vacation facilities. The way in which the fund is utilized should be discussed by the labor collectives and their approval should be given for its expenditure.

Material resources and the volume of contract work carried out at the expense of the fund for social and cultural measures and housing construction are fully provided for in the plan and are reflected separately.

To provide enterprises with the required specialists, up to 15 percent of the living space put into operation at the expense of the fund for social and cultural measures and housing construction can be at the disposal of the enterprises, with the agreement of the trade union organization; this way highly skilled specialists can be given living space without having to wait in line.

Labor collectives have done a great deal of work to prepare for implementation of the economic experiment. This work has had concrete results. The product sales plan for January 1984 was fulfilled by 103 percent; 23 million rubles' worth of food products were sold above the plan; the entire basic products lists was adhered to. The entire increase in production, in comparison with January of last year, was due to an increase in labor productivity.

The delivery of products also increased, as was called for by the conditions of the economic experiment. The plan for sales volume (taking deliveries into account) was fulfilled by 99.9 percent, which is significantly higher than the fulfillment of this indicator in past years. There was also a decline in the number of production associations and enterprises that failed to fulfill this plan.

Today the efforts of the UkSSR Ministry of the Food Industry, associations, and enterprises are aimed at total fulfillment of the plan for product sales (taking into account delivery obligations).

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PERSONAL INCOME AND SAVINGS

CITIZENS EXPRESS VIEWS ON 'UNEARNED INCOME'

Moscow SOVETSKAYA ROSSIYA in Russian 31 May 84 p 2

[Article by V. Trushkov: "The Evil of the Unearned Ruble"; for earlier 6 May SOVETSKAYA ROSSIYA article, see FBIS Soviet Union DAILY REPORT, Vol III, No 094, 14 May 1984 p R7]

[Text] When I read these two letters one after the other, I could not but recall the philosophical thesis: chance is a manifestation of necessity. Of course, by chance the letters of Muscovite N. Grachev and Maykop resident A. Smironov in the pile of responses to the discussion "The Corners of the Unearned Ruble" turned out to be next to each other. But are their positions accidental? Judge for yourself.

N. Grachev:

"In the article a question, about which all our working people are talking, is touched upon in a practical manner.... I vote for strict state control of income, but with the precise observance of the Constitution and the laws. Socialism is accounting."

A. Smirnov:

"I read the article 'The Corners of the Unearned Ruble,' and it seemed: What is the use of these abstruse thoughts about how to organize the supervision of the family budget of each of us? And what ridiculous suggestions! Someone proposes to require a statement from every citizen on income (a declaration), to make settlements for purchased things through savings banks, doubts are expressed about whether it is necessary to regard as earned income the money received from the sale of vegetables on the market. What is the use of these senseless suggestions and arguments?"

The positions are directly opposite. Each of them has its supporters. I will recall that during the discussion Doctor of Philosophical Sciences V. Z. Rogovin, in order to erect an effective obstacle to the use of income which was obtained by illegal means, proposed to use declarations (statements on income). At the same time he expressed the idea of the need for the limitation of the inheritance of personal and real estate. The editorial board suggested to the readers to discuss the questions raised during the discussion. Two of the numerous responses were cited above. Our Ivanovo reader L. Zakharov, who saw in

the newspaper's publication only a certain aspiration "to reduce the savings of workers," supports Smirnov.

An attempt to get to the bottom of the complex, controversial problem is contained in the remaining letters. M. Vorob'yev (Zheleznodorozhnyy), I. Takayev (Perm), N. Chubikov (Engels), V. Tsukanov (Arzamas) and tens of other readers emphasize the need to enhance the role of the state in the redistribution of public wealth. Moreover, each of them attempts to advance serious arguments for his support.

P. Uteshev (Moscow Oblast), a veteran of labor and the Great Patriotic War, writes angry words which denounce materialism and hoarding. They are suffered by a middle-aged man who shares his tragedy:

"Our family consisted of three people. We lived moderately on earned assets. Our son graduated from the 10-year school, then the Moscow Aviation Institute, was assigned to a plant, his wife is also an engineer, she graduated from the same aviation institute. Both are from families with one child. We gave the new family the maximum material assistance.... And suddenly the incredible. Our son filed an application for the division of our little house. He received a fourth by verdict of the court, but demanded the entire house from me. And this is when there is a splendid apartment with all modern conveniences in Moscow."

Today we will not reproach Petr Mitrofanovich after the fact for the errors made by him in rearing his now already adult son. It is now not a question of this. Let us merely quote his categorical response to the question from our discussion with scholars: "Does not the inclination for materialism and hoarding at the expense of parents become a kind of infection?" He responds categorically: "Of course. Yet not a simple, but even an especially dangerous infection."

But perhaps personal resentment made P. Uteshev too prejudiced? Muscovite I. Zelenina relates with gratitude about her parents, who are helping her young family to get on its feet.

The idea about the need to integrally combine the social interests of society with the economic interest of the individual in labor comes after many letters. Here is the letter of Perm engineer I. Takayev. While supporting the suggestion of sociologists on the increase of the role of the state in the monitoring of the formation and use of income, he notes:

"At present many people live 'not on one wage,' having incidental income within the law and outside it. In this incidental activity people frequently display remarkable qualities of a worker, vigor, enterprise, industry, initiative. At the main job a shortage of these qualities is observed."

I. Takayev justly points out that today in the national economy every pair of working hands counts. Hence, the task is to interest any worker, to direct his initiative at the "basic" job, and not at incidental wages. To interest first of all economically. To make more profitable the conscientious work where a person is registered according to the manning table. The improvement of

management and the increase of material interest in the end result are already a barrier in the way of the unearned ruble. "But under all conditions," the reader notes, "the problem of accumulations remains and is growing. With allowance made for inheritance some people have in their hands assets which are sufficient for a well-to-do life and without personal labor."

Industry aside from social production--this is the theme which permeates many letters and arouses pointed arguments. Especially when the talk touches on trade on the market. Here is the categorical statement of A. Volkova: "Whoever believes that the income from the sale on the market of one's own products is not earned, does not have an idea of labor on the private plot." A portion of the readers describe the large expenditures of labor, which it is necessary to invest in a garden or orchard, before it will be possible to take anything to the market.

At the same time V. Tsukanov from Arzamas notes that, it turns out, "the labor expenditures per kilogram are a few kopecks, while it is sold at the market at a high price. And here they still cite the Food Program."

Indeed, the Food Program suggests the development of the private plots of workers. Yes, society is interested in that the surpluses, which are created in the private garden, orchard and yard of the kolkhoz farmer or rural worker, would get to the kolkhoz market. But one has only not to forget that the market is also a part of our social life. It cannot but conform to the principles of socialism. And, perhaps, it is worth listening to the readers who propose to increase the role of the local soviets in the organization of market trade. Serious expectations of many authors of letters are connected with consumer co-operatives. Precisely they have to be today the master of the situation on the kolkhoz market. And such a master who would treat in a state manner the interests of both the population of the countryside and city dwellers.

The letters show that the readers frequently understand differently, from what earned income is formed. But they are united in the rejection of speculators and embezzlers of public property.

Muscovite S. Klokova: "I know a prosthetic technician, who works at a polyclinic, receives a salary of 150-160 rubles a month, but lives by means of private practice, receiving not 1,000 rubles. But at the polyclinic... his portrait as an outstanding worker hangs on the Honor Roll. And although all this is happening in front of everyone, it is pretended that they do not notice."

G. Shatornyy (Vladivostok): "One acquaintance has access to alcohol and alcoholic beverages and on this... is building himself a dacha. Another has access to lumber and is building... a house. A driver is using transport for personal purposes. At one time they lived poorly, there was not enough of many things, the families were large. But now? There is more money."

Questions, which it is impossible not to ponder. And the readers are seeking answers and are making their own suggestions.

In a number of letters bewilderment is expressed: For whom is expensive jewelry intended? M. Vorob'yev notes: "An honest worker can hardly venture the purchase of luxury items at the price of 10,000-15,000, or else 25,000 rubles. It would be worth seriously thinking about this." Muscovite P. Kalinichenko echoes him: "As to expensive jewelry, I believe that there is no need to produce it." Here both authors direct attention to the fact that frequently the very presence in the store window of such expensive luxury items has a corrupting influence on a portion of the young people and leads to the distortion of their values.

The problem of meeting the reasonable needs of the Soviet individual holds a noticeable place in the discussion of the sources of income and the level of consumption. Thus, V. Konev sharply criticizes the enterprises of light industry for the low quality of a number of consumer items. He stresses that "the unearned income of some workers of trade also forms only because we have so far not learned to distribute valuables."

And here is the letter of S. Orlov, deputy chief of the Financial Department of the Volskiv Rayon Soviet of People's Deputies: "The majority of our people are honest workers. The material well-being of the Soviet people is increasing with each day, and this process is natural. And, perhaps, it is worth directing today's efforts not so much at the drafting of new laws as at the improvement of the ideological work on the cultivation of the needs for socially useful labor and at the formation of an irreconcilable attitude toward money grubbing, drunkenness and parasitism. Considerable experience in identifying citizens, who have illegal income or shirk socially useful labor, has been gained in our law enforcement, financial and other control organs. Now preventive work--the prevention and eradication of such phenomena among young people--is especially necessary. In itself a large earned income does not corrupt people. It is important to cultivate the conviction that a high standard of living can be a consequence only of conscientious labor for the good of all of society."

Kemerovo engineer L. Gabay, as if continuing this thought, stresses the great potentials of labor collectives in the formation of needs.

Therefore the readers, who see in the problem of unearned income not only the economic and legal aspects, but also its educational, ideological aspect, are thoroughly correct. It is a matter in the end not so much about a declaration, a tax on "incidental" income or the form of inheritance--we are talking about a person, his system of values and the formation in him of reasonable needs. It is a matter of the main--human--factor of the improvement of socialist society. It is possible to agree with or dispute the specific suggestions of the readers of the newspaper, which are aimed at the improvement of legal norms (there are many of them in the mail, and the newspaper will continue the discussion on them). But it is impossible not to agree with L. Gabay, who writes that "these legal measures should be regarded as forms of ideological work, which will promote communist education."

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FOOD PROCESSING AND DISTRIBUTION

DEPUTY MINISTERS DISCUSS NEED TO IMPROVE BREAD RESOURCES

OW160119 [Editorial report] Moscow Television Service in Russian at 0635 GMT on 5 May carries the weekly "Political Observer's Talk" program with L. A. Voznesenskiy. The program is devoted to bread, and begins with a brief look at the importance of bread since ancient times.

Video then cuts to show Voznesenskiy, who reports that he is in the Grain Pavilion of the VDNKh [Main Committee for Exhibition of Achievements of the National Economy] in Moscow. He then introduces participants in the panel discussion. They are Aleksey Timofeyevich Gulenko, USSR deputy minister of agriculture, Vizavil Aleksandrovich Anikin, USSR deputy minister of procurement, and Rashad Bariyevich Usmanov, USSR deputy minister of food industry. Voznesenskiy asks the panel what must be done to ensure that bread is always of the high quality for which "our country's" bread is famous.

Beginning the discussion, Usmanov notes that, owing to improvements in the Soviet people's diet, the per capita consumption of bread is decreasing; however, its importance will always remain, and the problem of quality and variety will always be topical. Speaking of bread production, he says that there are still many instances of poor product quality, even when the raw materials are good.

Turning to Gulenko, Voznesenskiy asks him to comment on the problem of grain quality. After speaking in general about grain production, and noting that wheat accounts for about 50 percent of grain, Gulenko says that "in recent years in separate regions of the country, a reduction has occurred in the production of strong, valuable and hard wheat varieties, without which it is impossible to produce good flour and bake good bread."

Anikin joins the debate by asking Gulenko "What is being done to expand the area sown, and to increase the production of strong and hard wheat varieties?" Gulenko replies by noting that the agriculture ministry and other ministries are "presently working on eliminating the shortcomings, to ensure that the problem is solved this year." He adds that, since fall last year, more attention has been paid to sowing winter wheat, which occupies more than 25 million hectares. He notes there are good prospects for the harvest. Gulenko talks about the summer harvest, and measures to ensure success in very general terms, stressing the importance of soil fertilization. Returning to the question of grain growers reducing the production of hard wheat varieties,

essential for pasta products, Gulenko says that this is motivated by lower yields of this variety, and "very low procurement prices."

Voznesenskiy then turns to the question of quantity and quality of food grain, noting that its production does not depend so much on weather or nature, as on organization of production, its planning, and adherence to, technological norms, and economically healthy interrelationships between production of various kinds of grain.

Joining the discussion, Anikin outlines the resources of the Ministry of Procurement to receive, sort, clean, dry, and store grain. He notes that the capacity of the ministry's grain drying installations amounts to 180,000 tonnes per hour. He adds that construction and reconstruction of milling enterprises will permit a sharp increase in the amount and quality of flour.

Voznesenskiy then asks Anikin about the economic consequences to the country stemming from the reduction of strong and hard wheat production. Anikin says: "If we talk about hard wheat, then, for a number of years now, we have not fulfilled the plan set for the procurement of this variety of wheat. Hence, we are forced to supply flour made from soft wheat varieties for the production of pasta products," which "considerably decreases the quality of these products."

Voznesenskiy notes that the price paid for strong and hard wheat, on delivery, does not cover the expenses incurred in raising it, and does not offset a desire in the farms to change to different crops. Gulenko reiterates that more work and expense must go into raising the strong and hard wheats, and adds that, moreover, these valuable varieties are lost when they are mixed with other varieties. He adds that government standards for wheat varieties were established in 1936, and this problem must be solved. Anikin interrupts to say that his ministry has already developed new standards, and submitted them to the state Committee for Standards.

Usmanov notes that there is a state standard for baked bread, whereas, paradoxically, there is no state standard for wheat flour, which should be established and which should be a guide for the future improvement of quality. Anikin reiterates that his ministry is entirely dependent on the raw material supplied, to which Gulenko adds that more work needs to be done to improve wheat varieties, and their resistance to disease, and that this should be done by scientists developing new strains.

Voznesenskiy then turns to the topic of production and utilization of rye for bread production. Members of the panel note that the problem of production of food rye has been basically solved, and that rye flour is being produced in quantities satisfying the demand of bakery organizations. To this, Voznesenskiy inquires why many letters are being received from cities and villages complaining about the unavailability of rye bread.

Usmanov notes that harvests of rye have only improved in the past 2 years and now the output of rye bread is being increased. Voznesenskiy then asks Usmanov about problems in the bakery industry in general. Usmanov replies: "In

recent years, as you know, persistent work is being carried out in the country to economize bread resources, to create an atmosphere of careful regard for bread. In the food industry system alone, we bake and produce in the order of 21 million metric tons of bread and bakery products of the greatest variety annually, and another approximately 12 million metric tons in the system of the central Union of Consumer's Cooperatives, to supply the population of rural areas. We have the lowest retail prices on bread and these prices are being kept stable."

Usmanov notes that, in recent years, output of small bread loaves of 700-900 grams has doubled, and sliced bread or portions of loaves are being sold in response to customer demand. Discussing other measures being undertaken to improve the situation in the bread baking industry, Usmanov notes that bulk haulage and storage of flour is being brought up to 10.5 million metric tons this year, in cooperation with the Ministry of Procurement. He adds that 18 million metric tons of bread is produced annually, in accordance with progressive methods, which include accelerated fermentation times reducing losses of dry substance during fermentation, and that milk whey is being regularly used in this process. This year, he notes, 1.6 million metric tons of whey will be used in bread baking, and every metric ton of whey saves 40 kilograms of flour. "The measures have permitted us to decrease the use of flour in bread baking by 160,000 metric tons annually," he says.

Usmanov mentions the losses of bread in domestic conditions, and notes that this can be changed only through education and proper upbringing, inculcating a thrifty attitude to bread. He also laments the loss of prestige of the vocation of baker, and outlines the selflessness of bakery workers. He adds that, with the advent of automated bread baking plants, the operators of the plants will have to be highly skilled intellectual people.

Aninkin notes that the same goes for the flour milling industry, adding the "youths come to work in our branch of industry reluctantly," and notes the profession of miller should be popularized.

Voznesenskiy notes that social and cultural conditions for workers in these industries, like in any other industry, must be improved and made more attractive to contemporary youth. He concludes the program by noting the complexity of the problem of bread production and quality, and says that an equally complex approach must be adopted to solving it. The solution of economic problems must come first, he stresses, requiring the friendly cooperation of all ministries concerned, and the efforts of public organizations and even families.

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FOOD PROCESSING AND DISTRIBUTION

PRODUCTION OF MOBILE PRODUCE STORAGE UNITS DISCUSSED

Moscow STROITEL'NAYA GAZETA in Russian 11 May 84 p 2

[Interview with V. Rytko, deputy chief of the State Committee for Supply of Production Equipment for Agriculture Main Administration for Production of Greenhouses and Technical Equipment, by A. Bonoyev: "The Vitamin Assembly Line"; date and place not specified]

[Text] At a recent meeting of the CPSU Central Committee Politburo support was given for USSR Council of Ministers measures having as their aim the industrial production and the construction and commissioning of light metallic structures during the period 1986-1990 suitable for the storage of potatoes, vegetables and fruit. Responsibility for organizing the creation of these storage facilities and their comprehensive delivery to consumers (with all projects handover as "turnkey" projects) has been assigned to the USSR State Committee for Supply of Production Equipment for Agriculture.

V. Rytko, deputy chief of the Main Administration for Production of Greenhouses and Technical Equipment--the committee subdivision to which the main work has been assigned--talked with our correspondent about the problems associated with fulfilling this task.

[Question] It was noted at the politburo meeting that the expanded production of these kinds of fully prefabricated storage units will make it possible to substantially reduce losses in the harvest, particularly in places where crops are biggest...

[Answer] The new storage units also have the advantage that they are, so to speak, maximally mobile. Judge for yourself. The construction of regular storage facilities made from reinforced concrete or brick, is, first of all, very labor intensive and therefore requires much time. Normative periods are 18 months, and if a project is located at any considerable distance from the construction industry base, can drag out to 2 or 3 years. However, the use of light metallic structures, on the other hand, reduces the norm by a minimum factor of 2.5 to 3. That is, storage units for 2,000 to 2,500 tons can be built in 6 to 8 months.

Second, it is not always possible to construct a normal storage facility in a region where harvests take up extra space, as for example, potatoes. This might be connected with both the roads and the construction base. Construction at a great distance from the fields also results in greater losses during transportation. The new storage units and all their component parts are distinguished by their high degree of prefabrication and the fact that it is much easier to build them; essentially this work amounts only to assembly and does not require the usual complicated preparatory operations.

[Question] What are these light metal structures like?

[Answer] Imagine a galvanized corrugated sheet 0.6-0.8 millimeters thick with an insulating strip made from foam polyurethane. We shall be producing these wall panels in sizes up to 200 millimeters thick and up to 9 meters long. This will create very favorable conditions for designers. And, incidentally, a word about "lightness." A panel measuring 7 meters by 1 weighs only 128 kilograms. The capacity of the storage facilities that we shall be building will range from 500, 1,000, 3,000, 5,000 and 10,000 tons.

[Question] At what stage is the task now?

[Answer] Let me first of all recall that starting in 1986 the State Committee for Supply of Production Equipment for Agriculture is to have set up production of the metal structures, the type of wall panel described, hardware, doors and other nonstandard equipment at its own plants. The USSR Ministry of Construction and Ministry of Industrial Construction have also been assigned the task of commissioning production capacities at the Alatyr (Chuvash), Losovsk (Kharkov Oblast) and Brovarsk (Kiev Oblast) machine building plants for our state committee during the period 1985-1989. In 1986 we shall start to deliver the storage units to clients. During the 12th Five-Year Plan our plan is almost 4,000 projects with a total capacity of 6 million tons.

In general it should be said that for us this is a new direction in operations. However, we fully recognize the responsibility of the task. In addition to design work and preparation for industrial production we are also preparing purely construction subdivisions that will be responsible for assembly of the units. It is a question of specialized mobile mechanized columns with all necessary equipment, deployed, as I have already mentioned, in places where intensive construction of the new storage units is anticipated. That is, in places where the harvests are high.

The technological equipment for the storage units is very extensive: refrigeration equipment, instruments and means for automatic regulation of climate (incidentally, employing computers), sets of loading machines, and lines for the commercial processing, weighing and packaging of agricultural produce.

Tasty onions, carrots, potatoes, beetroot, young greens, fresh Belokochansk cabbages--very soon these products will be on our tables rather more often.

FOOD PROCESSING AND DISTRIBUTION

USE OF BY-PRODUCTS FROM PROCESSING OF DAIRY ITEMS ADVOCATED

Moscow SOTSIALISTICHESKAYA INDUSTRIYA in Russian 17 Apr 84 p 2

[Article by V. Molochnikov, doctor of biological sciences: "It Is a Matter of Honor Not to Be in Debt"]

[Text] In its concern for the well-being of the people and the development of dairy farming, the state is constantly raising the purchase price for milk. It is now R330-340 per ton. And the products that we obtain from this ton total only R220. An obvious loss that on the national scale amounts to billions of rubles each year.

But, you will probably say, this is inevitable: it takes 20 liters of milk to get 1 kilogram of butter or two kilograms of cheese. And I reply that using the traditional technology this is so. And I add that nothing more is needed. What is needed is to extract from the remaining raw material--the whey, defatted milk, and buttermilk--other food products for human consumption.

Centuries ago people thought that the more fatty a food the more nourishing it was. And accordingly, the proportion of butter and cream in the diet was highly valued. But change in the regime and in living conditions is forcing us to reexamine our views. Whereas before we were concerned mainly with replenishing losses of muscular energy, now it is necessary to a much greater degree to replenish mental energy. And this requires food rich in valuable proteins, vitamins and enzymes.

The trend toward reexamining the value of food can be seen in all the developed countries. Today it is not high-fat products that are required. People understand that an unbalanced diet and the baneful habit of giving a child that little something extra to eat--the cream, the butter, the sour cream--ends in illness. While maintaining our basic range of dairy products we must, without increasing prices, find ways of eliminating the losses accruing from the processing of milk and at the same time vary the diet with qualitatively new dishes.

Let me explain. In the production of cheese and cottage cheese, about half the useful substances go into the whey. Even more of the valuable compounds, up to 70 percent, remains in buttermilk, and also in defatted milk. And all

of these things are regarded as by-products. And this is fundamentally wrong: dairy products should not be divided into main products and by-products, because the latter are wonderful raw materials for making food products.

I myself was amazed when I discovered the unique properties of whey. We biologists had always thought that the most valuable proteins were those in chicken eggs. Yes indeed: it is on the basis of these proteins in this closed system that the body of the chick develops. But it turns out that the biological value of proteins in milk whey is 12-20 percent more valuable than those in the chicken egg. This is difficult to believe, especially when you know that dumping milk whey into waste-water disposal systems leads to serious ecologic consequences. It is sad to say, but it is precisely this property that forced the scientists to investigate whey.

Numerous studies confirmed the initial findings. And it then became clear that whey dairy proteins are not only valuable in and of themselves, but that they also possess the ability to improve the biological value of plant proteins. At least, mixing them together results in a mixture that in terms of biological value is better than all known natural proteins.

The new knowledge about milk, in which all the components can be used as food, presented a need to reexamine the very approach to the technology involved in the production of dairy items. And first and foremost it is necessary to learn how to separate all the protein from milk and use it in food products.

Is this realistic? Completely. For example, specialists in our department--the staff of the laboratory of protein and fat products--jointly with microbiologists led by candidate of technical sciences T. Bibik have proposed one way of using the whey from cottage cheese. They add gelatin and some kind of vegetable juice to the albumin milk obtained when decocting the whey. Thus is formed the very favored "Albika" dairy protein jelly. A natural diet product. Several test batches produced by our experimental biotechnological plant have greatly pleased the purchasers.

We send the rest of the nonprotein buttermilk to the bakers. They like it better than albumin--protein interferes with the rising.

Is this profitable? Judge for yourselves. Using the traditional method it is possible to obtain 13.4 tons of nonfat cottage cheese worth R5,100 and 86.6 tons of whey worth R770 from 100 tons of defatted milk. Using the method suggested by our department it is possible to process produce worth R29,000. The same 13.4 tons of cottage cheese, 26.6 tons of jelly, and 76.1 tons of buttermilk still left over to send to the bakers. Does this make sense? I think so. This kind of technology provides five times more products per unit of secondary raw material than that obtained from defatted milk. Technology that we have developed for separating out protein is opening up even greater opportunities.

Does it make sense to work in the old way when such opportunities are available?

Some enterprises in the country have shown interest in our quest: in Novocherkassk, Leningrad, Smolensk, Frunze, Alma-Ata, Kaluga and Gorkiy they

are now making preparations for the production of new kinds of dairy products. In Rostov-on-Don and Izobilnyy city in Stavropol Kray they have already started. But this is not many. But so far use of secondary milk products in food is for devotees only. Surely this is of concern to communists and simple, honest people. For by comprehensively processing milk we would be able to almost double the amount of dairy products made with the resources already available. And in order to do this we must put an end to the use of secondary raw materials on a volunteer basis. There should be accountability for its utilization. The ministry plans should include accurate figures for how many thousands of tons of new products should be produced in the years immediately ahead, not sometime in the 14th or 15th Five-Year Plan; and industry should be developing new technology for whey and defatted milk.

The time has come when the processing of secondary dairy products should become just as urgent as supplying consumers with milk and butter. A number of scientific research institutes are doing some work on this problem. It would evidently be advisable to orient some particular scientific organization to work in this direction.

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